21st
Century belongs to NETWORK MARKETING

"You are not born in this world to work for the rest of your life"

SANDEEP MAHESHWARI

You are about to read,
One of the...
MOST UNUSUAL BOOKS IN THE WORLD
Astonished!
Go ahead...

If you are not willing to risk the unusual,
you will have to settle for the ordinary.

--Jim Rohn

21st Century belongs to Network Marketing *starts from where other books end. This book begins with a difference because it is meant to make a difference in your life.*

The inverted manner in which this book opens is unusual to most of the readers. But the reason behind it is to make you adapt to the great change the book promises to bring in your life. Due to its strange design, your habit and way of reading a book needs to undergo a change. You may say that you are not used to it but I believe:

"If you can't even change ***the way you read,***
how can you change ***the way you think!"***

If you can do this, you will become open to new ideas and your thinking will take a new turn! Remember, your mind is like a parachute--it does not work unless it is open.

In the 60's, it was Engineers...

In the 70's, Doctors...

In the 80's, CAs...

In the 90's, MBAs...

21st Century

belongs to

NETWORK MARKETING

Mlmpassion.*com*

Mlmpassion.com is designed to train and support network marketers in the areas of personal and professional development, leadership and duplication. Most people know how to build their businesses, but lack the needed enthusiasm and training to achieve success in this business.

With a mission to provide up-to-date and relevant information for the people associated with the Network Marketing industry, Mlmpassion.com audience base has grown exponentially since its inception.

We hope that Mlmpassion.com will build momentum for network marketers in India.

21st Century

belongs to

NETWORK MARKETING

Sandeep Maheshwari

Mash Networking Solutions
(Book Division)

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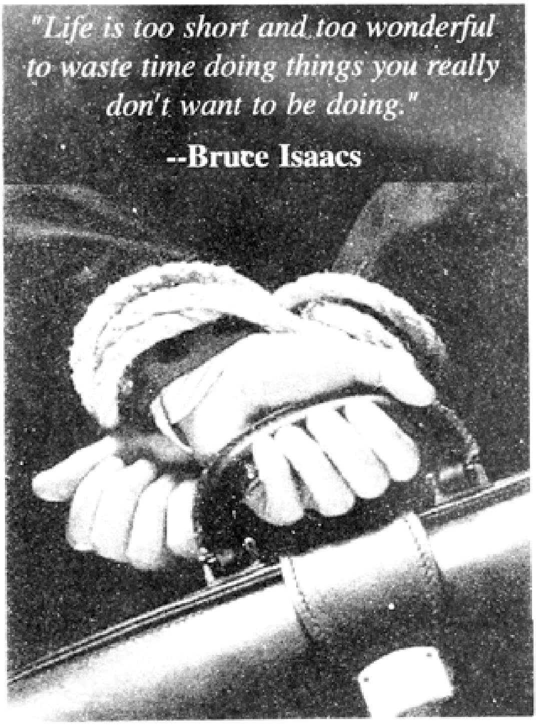
ISBN 81-901590-0-3

Publisher: **Mash Networking Solutions**
(Book Division)
DU-161, Pitampura, Delhi-110088
Ph: 91-11-7343910, 7343911, 7344370 Fax: 7343352
E-mail: info@mashnetworks.com
Visit us online at www.mashnetworks.com
Printed at Dynamite's Prints, Delhi-110088

To
My Parents
Who believed in me before
I believed in myself.



"Life is too short and too wonderful to waste time doing things you really don't want to be doing."

--Bruce Isaacs

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Acknowledgements

Many people have been extremely helpful and supportive to me in the preparation of this book. I have fond memories of the people who educated me and enabled me to undertake the writing of this book, as whatever I know I owe it to others who know more than I do

Writing is a challenge for me, mainly because it requires too much sitting down. I am a roll-up-your-sleeves, jump-into-the-middle-of-the-action kind of person, and it's next to torture for me to sit down and focus only on one thing at a time. Because of my ability to get distracted easily, I could not have completed the book without the emotional support provided to me by my family and friends.

I am grateful to everyone involved in the production of this manuscript.

Moreover, I take this opportunity to thank my clients for their understanding of my need to schedule engagements around my timeline.

Lastly, the most important asset for any endeavour is the grace of God Almighty. I am ever thankful to him for giving me inspiration and strength to accomplish my work.

Preface

Network Marketing is a business of the future. As in the case of other streams of business, there are many secrets to be understood, but unlike many, there is a tremendous potential if it is operated correctly.

"21st Century belongs to Network Marketing" will give you in-depth information in the following areas:

- What is Network Marketing and why is it an exciting but misunderstood business?
- What should you look for and what should you avoid in it?
- What are the day-to-day steps one needs to take in order to become successful in Network Marketing?

I believe that, *"formal education will make you a good living, self-education will make you a good life."* Self-education is an ongoing process. We can pursue it in two different ways: either by learning from one's own past experiences or through someone else's experiences. In my opinion, to learn from other's mistakes is a better way to grow because it's too frustrating, time consuming and expensive to learn everything from your own personal experience.

I say this with complete conviction that if this book had been available at the time when I had started in Network Marketing, my progress would have been faster and my results better. But I am glad that millions of networkers in this industry could influence the life of others by mere implication of the provoking thoughts that you may find in this book.

My knowledge and secrets are all in this book--use it! It's your road map to the expressway of financial success!! It's your ticket to creating a life beyond imagination!!!

"21st Century belongs to Network Marketing" contains a huge free bonus--even if you don't pursue the kind of networking business the book outlines, a simple reading of this book can help you become a more effective businessperson and individual.

Make it big!

Sandeep Maheshwari

1

Chapter

NETWORK MARKETING--THE VEHICLE

It's time for people to begin minding their own business.
A job means you're being paid to mind somebody else's business.
In this new economy, you need to mind your own business.
The idea that you can go to school, get good grades, find a safe
secure job, and have the company and the government take care
of you is fundamentally of the Industrial Age. It was a good
program--as long as you were born prior to 1930. People need to
stop working for money and learn how to have money work for
them. I see Network Marketing as one of the primary vehicles
through which people can shift their thinking and their efforts.
Being a network marketer is really minding your own business.

--Robert Kiyosaki--Author of "Rich Dad, Poor Dad"

I believe that we are living in **"The Greatest Entrepreneurial Boom In History".** In the present world we have many choices about the things we buy, the food we eat and other related aspects of our lifestyle. We have a longer life expectancy, thanks to breakthrough in health care. Most of us are living in a land of equal opportunities. Technological advancements in the field of transport and communication have now turned the whole globe into a 'nutshell'.

Now there are greater job varieties & business options. New doors are constantly being opened with the dynamic growth in the service, information technology and networking sectors of this global economy. New career options, new opportunities--this seems to be the mantra of the present world.

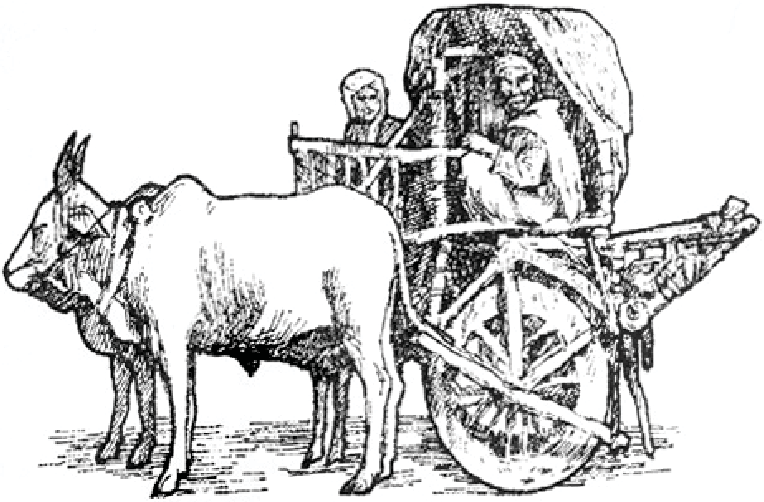
But what many of us do not realise is that the opportunities are very much like cars. There are racing cars that travel at 400 miles per hour whereas there are bullock carts that putter around... and then there's everything in between them. This brings me in the direction of an important question--Are you trying to create wealth with a bullock-cart or a racing car?

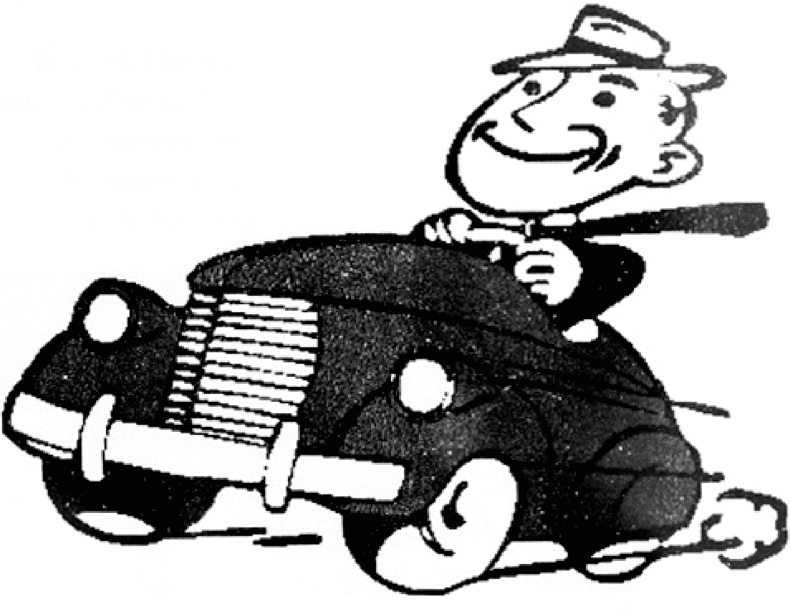
What is your vehicle?

Is your vehicle one that is so timely, right on trend, right where the market wants it?

Or, you are putting all your energy and time (your most valuable commodities) into something that was fast yesterday but slow today?

I would recommend that you carefully consider what you're doing and make the right choice of the vehicle, depending upon the upcoming trends of the fast changing market.





"Are You trying to create wealth with a Bullock Cart or a Racing Car?"

So there you are. If you want to choose a racing car, then Network Marketing holds the key! Network Marketing is a profession intended to provide us with the right means to achieve our ends. It is neither designed to absorb our entire lives nor continue for the rest of our lives. It can help you achieve the greatest purpose of your life, right on time.

In Network Marketing, success is on the horizon for the industry as a whole. But who among us will be living that success story?

Undoubtedly, those are the ones who have a true sense of direction in their lives and who are creating unlimited dreams. I believe these men and women will experience the joy of success as Network Marketing leads the way in the 21st Century, what is clearly known as the ***'Entrepreneurial Age'***.

In Short...

Network Marketing is the fastest racing car in the entrepreneurial age and those who have a driving personal vision shall be the ones to enjoy success.

2

Chapter

INTRODUCTION

Network Marketing is the wave of the future. People are interested in it, because it allows individuals to come together for a common cause. This enables them to get the attention of the manufacturer, an organisation, or a service group. With this clout they can meet their common goal.

--John Sestina, Certified Financial Planner

Network Marketing takes the frustration out of buying. People hate waiting in line. Nobody wants to go to stores anymore. As person-to-person delivers get classier, better and more trusted, everything--from baskets to insurance--will be sold interactively, person-to-person... the retail environment is going to just have to close up. Nobody wants to go there. And Network Marketing has the solution.

--Faith Popcorn, futurist and author

BACKGROUND AND HISTORY

The purpose of this chapter is to give some background and familiarise you with the historical roots of Multi-Level Marketing(MLM) or Network Marketing.

Network Marketing evolved over a number of years, prior to World War II. The first direct sales organisation to develop this principle was most likely the one developed by William Casselberry and Lee Mytinger. They had been selling products of the California Vitamin Company, 'Nutrilite'. The company prospered until the late 1950's, when it began to suffer from a number of management problems. These had harmful effects on the business of all their distributors.

In 1959, two men split from the company along with the group of their distributors, and planned the birth of a new company. They began to manufacture their own goods and intended to give their people the security and profits that had been hoped for with Nutrilite. Richard DeVos and Jay Van Andel called their company Amway. Simultaneously, another ex-Nutrilite distributor also made provision to build a new and secure MLM business. This was Dr. Forrest C. Shaklee, and his company, Shaklee, also developed into a multinational company. Whereas Amway developed a completely different line of products from Nutrilite to start their new venture related to household cleaning products, Shaklee remained committed to food supplements and nutrition products. Ironically, several years after these breakaways, the Nutrilite company was bought over by the Amway Corporation.

The success of these companies inspired other direct sales companies to use similar techniques. One of these was Stanley Home Products, some of whose distributors also left to develop their own highly successful MLM companies, viz, Mary Kay Cosmetics, Home Interiors and Gifts, and Tupperware.

NETWORK MARKETING AS AN INDUSTRY

Network Marketing is an industry now approaching USD 100 billion worldwide through the activities of more than 40 million people working in over 165 countries. Many top-notch corporations have recognised the power of Network Marketing and have begun to distribute some of their products and services through direct selling channels. These blue-chip companies include; Gillette, Colgate Palmolive, Hindustan Lever Limited, MCI, IBM, Toyota, Xerox, Texas Instruments and General Electric. These companies are smart to include Network Marketing as one of their channels. In fact, an estimated 30 percent of AT&T's long distance service has been because of Network Marketing activity.

One more fact that proves the power of Network Marketing is found in Taiwan. A country with a total population of 20 million people in 1993 had 1.6 million involved in Network Marketing. Picture it, Taiwan is an island much smaller than many states of India.

Undoubtedly, India has the greatest potential for direct sales in the world. This is because of our highly entrepreneurial culture, massive international connections and huge technology base.

'Networking' has always been part of the Indian culture and tradition. For centuries we have traded and bartered by word-of-mouth advertising

India is probably the largest effective 'single market' in the world. 'Networking' has always been part of the Indian culture and tradition. For centuries we have traded and bartered by word-of-mouth advertising. But, it is only over the last few years that we have become exposed to the organised structure of direct sales. Through the close-knit network of extended family and friends living as residents in the western world, the concept of direct selling has penetrated into India. At the current rate of development, the Indian market will boom over the next four years. I believe that as per India's willingness to open its market, the Network Marketing industry will generate a turnover in excess of Rs 5,000 crore with over 60,00,000 people involved by 2006.

WHAT IS NETWORK MARKETING?

Network Marketing has its roots in direct selling. Let me first clarify that the substance of the direct selling channel of distribution lies in the person-to-person aspect of the selling process, and the promotion of the product line or service. Simply it can be defined as;

"the movement of products and services directly from the manufacturer to the end user, who hears about the products or services via word of mouth."

Does your local restaurant, your grocery store, your doctor, the movie theatre in town, wine shop, and all other suppliers where you regularly buy something, pay you when you refer customers to them?

Definitely not!

All companies have certain expenses involved in running their business. Some of these are production costs, personnel, advertising and sales budgets. Traditionally, companies of larger sizes pay millions of rupees in television, magazine and other forms of advertising.

MLM companies have advertising and sales & marketing budgets as well. The difference is that instead of paying millions of rupees in the traditional way, they pay that money in form of incentives and bonuses, to their "network" of independent distributors.

This can also be called as 'relationship marketing' in which you are paid on the basis of the following three principles:

1. Residual Income
2. Leverage of Time and Money, and
3. Geometric Growth or Multiplication.

The combination of all three of these principles is what gives the Network Marketing business model its synergy and exceptional performance potential. Let us have a look at these principles in detail.

Three Principles Of Network Marketing

1. Residual Income

Residual income is recurring income that continues to come to you long after the work you've done to produce it has ended. In simple words, it is an income that comes in month after month, year after year, for your entire lifetime--because of an action you took **once**! Although there are lot of ways to produce residual income yet many people don't understand it. And unfortunately, many ways of producing it are out of reach for 'average' people. Successful authors, actors, musicians, and insurance agents are some of the more familiar vocations that produce residual income.

Probably the simplest example of residual income is the purchase of an insurance policy. The agent who sells the insurance policy is paid a residual commission every time the client renews the policy. This is quite unlike other kinds of selling, (such as the work of property dealers or car brokers) in which the person, who makes the sale, gets paid just once. There is no residual income from selling a house or a car.

In Network Marketing, an average person can create a residual income stream. Residual income recipients (such as singers) require special talents or education--or both--to earn money. In networking, you don't need a degree or any special talent but just the ability to talk to people.

You may be familiar with the names such as Bill Gates in the field of computers; Asha Bhosle and Sonu Nigam in Music; Shah Rukh Khan in Bollywood movies; or Sachin Tendulkar in sports. You hear about their 'big contracts', but you don't hear about their residual income.

Let's take Sonu Nigam, for instance. He's such a big name that any time he records a CD; thousands of copies are purchased. Of course, Sonu Nigam gets a certain amount from sale of his each record. But it doesn't stop there! People are still buying every CD he's ever made. In 2004, people will probably be buying a CD he made in 1999! For his one time effort of recording that CD, he will earn money in the year 2004... and far beyond.

One of the first questions I often ask to those who want to start their networking business is:

"If you had the choice of doing a job and earning Rs 5,00,000 once, or getting paid Rs 25,000 per month for the rest of your life, which would you choose?"

This question is one quick and simple way to pre-qualify people. Those who do not understand this principle may never achieve their true potential in this industry.

I must underline the point here that the real beauty of residual income is on the back end, not the front, so if you have the patience and commitment to build it, no one can stop you to get it!

2. Leverage

Every successful person or business (in or out of Network Marketing) takes advantage of leverage. There are only 24 hours in a day! And no matter how talented you are or how much you get paid per hour, if you don't take advantage of leverage, you're limited and controlled by the number of hours in a day. By learning to leverage your time, you can also benefit from a percentage of other people's efforts, and dramatically increase your income and freedom.

"Doing More With Less Effort!"

This book is a simple example of leverage. I don't have to be physically present to teach you something. I may be sleeping, or sitting on the other side of the world while you are going through this information.

Unfortunately, in most of the traditional businesses, the only ones who benefit from leverage are the owners or stockholders whereas the hard-working employees do most of the efforts. As time and again I have been emphasizing the unique and wonderful thing about the Network Marketing business model is that everyone has the equal opportunity to become the '**owner**' of his or her own business--with a small investment of time and money. So, the question I ask here is,

---

"If you had the choice to receive 100% of one person's efforts, or 10% of 100 people's, which would you choose?"

I had seen some talented or intelligent people who would rather just depend on themselves, and they have difficulty grasping the importance of this concept. Obviously 100% of one is always no more than one. And 10% of 100 is ten. That's a **1000% Increase**, which is prominently significant!

No matter how much you earn per hour, if you don't learn to leverage your time, your earnings will always be limited by the number of hours you can work in a day. And nobody wants to work 24 hours! But even with a small Network Marketing organisation, you can produce **equivalent results** to working 24 hours a day, with a fraction of the individual effort.

Thus, learning to leverage your time is an important step towards gaining financial independence and freedom to work as per your own time schedule.

3. Geometric Growth / Multiplication

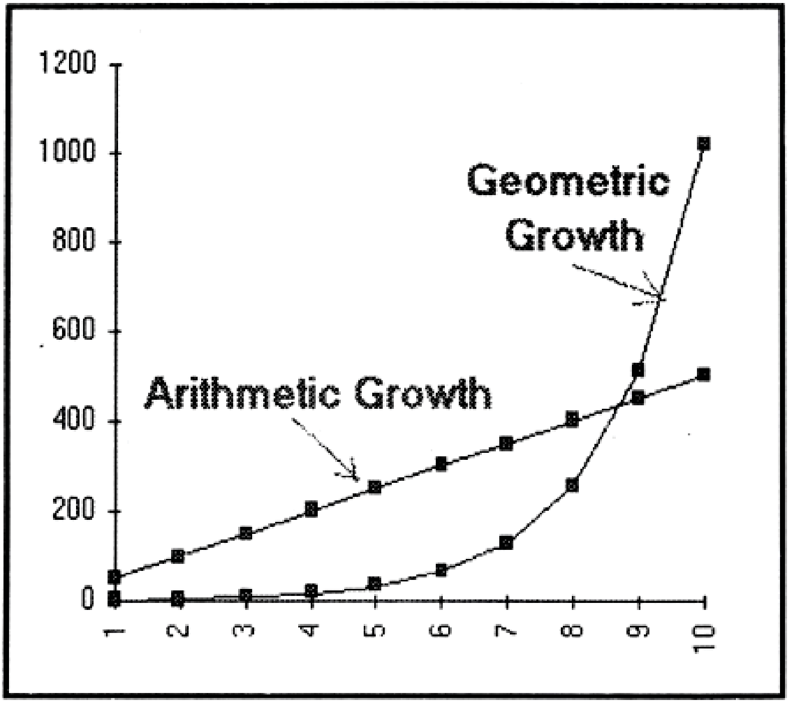
The best illustration I've seen of geometric growth is the paisa-a-day example. To make you understand this fascinating concept, let me ask you a question;

"If you start with one paisa, and
double it every day for 30 days,
how much will you have at the end of 30 days?"

If you haven't heard this before or you don't remember, go ahead and take a guess. Day two you'll have 2 paise; day three you'll have

4 paise, then 8, 16, and so on. How much at the end of 30 days? I've never met anyone who has the right answer. So don't feel bad if you too aren't having the answer. Ready? Did you pick a number? Would you believe it comes to **over Fifty Lakh of Rupees**! (Rs 53,68,709.12 to be exact) That's right! Most people don't believe it until they punch it out on a calculator. And even then it's sometimes hard to believe. But it's true. Isn't that amazing!

That's a simple illustration of how networking can work. If I can teach you, I've doubled myself. If we each teach someone else, we've doubled again. And as this goes on and on, it can produce amazing results in a relatively short period of time, just like the paisa example. Below is given a graph, which shows how geometric growth differentiates from arithmetic growth. It's not magic but simple mathematics:



With the right business opportunity and these enlightening principles, even average people who are willing to work and learn can achieve their dreams. And above average people may exceed their greatest expectations.

If you can understand and believe in these three principles i.e. **Residual Income, Leverage, and Geometric Growth,** you will succeed in Networking Marketing.

NETWORK MARKETING v/s FRANCHISING

When you buy a franchise, you acquire the right to market the product or service provided by the company. It's much the same in Network Marketing, except that you neither have to pay a franchise fee nor the huge start-up cost involved in purchasing or hiring retail locations, elaborate equipment, etc. Even you do not have to pay a percentage of your profit back to the Network Marketing company as you do in franchising.

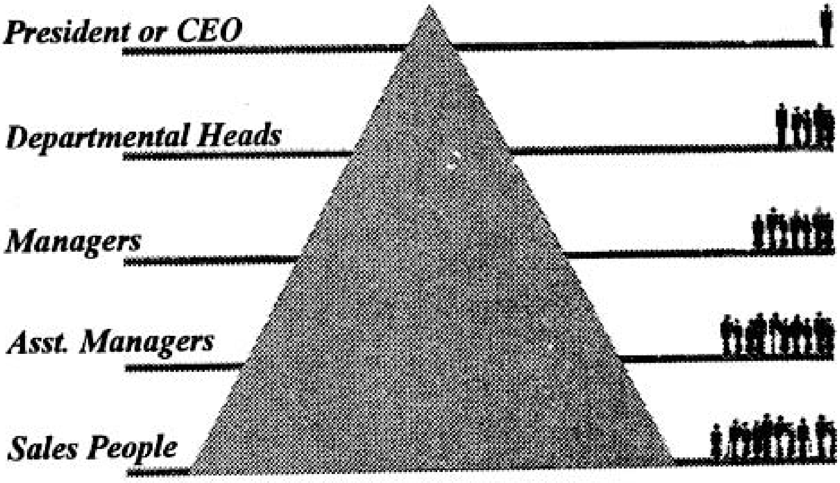
And, as if all of these were not remarkable enough, a Network Marketing company does one more truly revolutionary thing for you. It gives you the ability to offer the opportunity to build a successful business **to others** too! In Network Marketing, you not only get to earn income from marketing your company's products or services (like a franchise) you also earn income from the sales generated by people whom you enroll into your organisation--people who, just like you, run their own independent Network Marketing businesses.

Network Marketing powerfully combines all the income-building benefits of being both a "franchise" and a "franchise company" at the same time

This creates one of Network Marketing's most powerful and attractive feature: it allows you to leverage your time, talent and energy to earn commissions from the sales made by all the people you bring into the business. **Andrew Carnegie,** once said, *"I would rather have one percent of 100 people's efforts than 100 percent of my own."* And that's just what Network Marketing enables you to do! This explains why so many "ordinary" people can achieve extraordinary success in the Network Marketing business. It powerfully combines all the income-building benefits of being both a "franchise" and a "franchise company" at the same time--while cutting out the major stumbling blocks of both.

NETWORK MARKETING v/s PYRAMID SELLING

I am frequently asked, "Is Network Marketing (or MLM) an illegal pyramid scam?" No, let me explain: Every company, the Indian government, and just about any enterprise or organisation use a pyramid organisational structure. In a company there is usually one President or CEO, several senior heads of different departments, managers, assistant managers and salespeople. The number of levels in this pyramid structure depends on how big the company is. Let's look closely at an organisation structure of any XYZ company;



You can see that the pyramid structure not only works, but it's also perfectly legal and accepted without a second thought. However, a pyramid-structured business can be illegal under certain conditions. These businesses are schemes created so those on top will make all the money... and all the others who participate won't.

Pyramid selling is a fraud. It is a mechanism by which promoters of so called "investment" or "trading" schemes enrich themselves through the payments made by recruits to such schemes. Numerous legislatures around the globe have banned pyramid selling. The wording of relevant laws, codes, articles, acts, and the like vary, but all contain the following core concept:

"A pyramid is a scheme in which a recruit pays a high entry fee with no sales of goods for the opportunity to receive future benefits (money or privileges) which are primarily derived from that recruit's introduction of additional participants in the scheme, rather than from the legitimate sales of products by recruits to consumers."

Thus, the scheme's rewards effectively come from the addition of new participants and their investments, not from the sale and distribution of real products to persons who actually use or consume them. No substantial trading in viable goods or services takes place, and the scheme essentially involves an internal redistribution of wealth from new entrants to the promoters.

The scheme serves no legitimate commercial function. Because pyramids are structured similarly to legitimate MLM companies, people many times confuse the two and seek to prohibit the legitimate companies.

The following factors differentiate illegal pyramids from lawful Network Marketing businesses:

Network Marketing	Pyramid Selling
1. Primary income earned from retailing of products. No income simply for recruiting.	1. Primary income earned from recruiting. Income from retailing is incidental or spurious.
2. Anyone can earn big money. Income is based on personal achievement, not position in organisation. Business opportunity improves with time and exposure.	2. People at top make the real money, until a day comes when the pyramid collapses. Everyone who joins has less opportunity than the person who recruited them.
3. Legitimate product or service is being sold because repeat sales is the key to success.	3. No legitimate product or service is sold.
4. Appeal is to nobler attributes i.e. sharing and helping others to succeed. Top achievers typically help others and rewards follow naturally.	4. Main appeal is to selfishness, greed, envy and laziness.
5. Legitimate opportunities may be taken up with minimal start-up costs and little or no inventory investment.	5. Conversely, pyramid selling schemes often require high entry fees and/or substantial "investment" in inventory.

In Short...

Network Marketing is opposite of bureaucracy. In a bureaucracy, the purpose is to collect power and distribute it through a flow chart of subordinates. In Network Marketing, the purpose is to give power away. Many businesses are starting to Network. The essence of the recent trend is to develop a win-win approach, to forget about your own quotas, to focus exclusively on how to best serve people.

3

Chapter

WHY NETWORK MARKETING?

Knowing where you're going is the first step to getting there.

--Ken Blanchard

Being rich is having money; being wealthy is having time.

--Stephen Swid

The vertical to horizontal power shift that Networks bring
about will be enormously liberating for individuals.
Hierarchies promote moving up and getting ahead,
producing stress, tension and anxiety. Networking empowers the
individual and people in the Networks to nurture one another.

--John Naisbitt

Network Marketing is what 'Free Enterprise' is all about-- creating something from nothing, the true entrepreneurial free-enterprise opportunity!

Network Marketing is a simple way for an ordinary person to live an extraordinary life. By extraordinary, I don't mean getting rich in life but living a **"rich life"**. A rich life is created by being more concerned with who you become than what you acquire. The saying 'money can't buy happiness' is so old, I don't know where it came from but it's true. I believe your goal should be to have a good life and the money you need to enjoy and make it better. Though it is quite true that you need money to make your life safe and secure yet it is equally true that if all you have in your life is money, you don't have much of a life.

Each of us has a certain number of years to live. I want all of you to make the most of every minute in every hour in every day of every year! How can you do that? What's the answer?

The answer, I believe, is Network Marketing. There are numerous reasons which make it the only business of it's kind on this planet. In the previous chapter I talked about three basic principles, which governs the concept of Multi-Level Marketing (MLM) or Network Marketing, here I would like to list out some of the biggest advantages of starting your MLM business:

TIME, MONEY AND SECURITY

All my possessions for a moment of time.

--Queen Elizabeth, with her dying breath, 1603.

Time has become the most precious commodity of the 21st century. Time freedom is not the same as financial freedom. It is much more valuable. Why do we work so hard and have so little time? This is simply because most people spend all their time chasing money.

Forget how intelligent, rich, energetic, or dynamic you are--you are still limited by the same 24 hours a day. Network Marketing overcomes this severe handicap. It allows you to duplicate yourself and have dozens, hundreds, even thousands of people working indirectly on your behalf. You receive a percentage of everything they do. By duplicating your time and efforts, you can build a huge network of people, which in turn can create a true security for you and your coming generations.

In most traditional business, what happens if you become ill or disabled and are unable to service your customers? May be you simply want to take a nice long vacation? For whatever reason, you could lose most if not all of your income overnight because it relies on you being there. That is like you are not owning your own life. People have a gross misconception that doctors and lawyers have it made because of their high incomes. What happens if a doctor does not show up at his clinic? Do his patients still send in money? Well, I don't think so!

In Network Marketing, however, this is true. If you do not work today, those in your organisation are working for themselves and you receive a portion of their efforts. This is definitely a win-win situation for everyone involved. By sponsoring and building a downline in Network Marketing, you can create total financial freedom.

Network Marketing is a simple way for an ordinary person to live an extraordinary life

With many business people working for you, your eggs are no longer in one basket. Do you have all your money tied up in one stock? I hope not. Each person in your downline has an interest in continuing and building their own businesses.

You create an income that is not dependent on you--an income that can continue, even grow, indefinitely with or without you.

LOW START UP COST

People say,

"It takes money to make money."

It's true as far as most of the traditional businesses are concerned. Well most businesses, which are the traditional ways or means of building wealth, do indeed require huge start up capital. These include starting almost any kind of manufacturing, retailing or investing huge sums of money in real estate or stock markets.

However, there is a way to become wealthy, other than winning a lottery that does not require a significant investment! Without a doubt the best opportunity today is found in distribution of products or services through Network Marketing.

On an average a full-fledged Network Marketing business costs from Rs 2,000 to Rs 20,000 to start up. Compare that to franchises that average Rs 20,00,000! Start up costs of a small-scale business you can start on your own, average over Rs 5,00,000. The real problem is that even if you arrange Rs 5,00,000 to start any other business, you may need another Rs 5,00,000 (or more) ready with you in event of expansion, unforeseen expenditures, or the need to carry on the day-to-day operations.

On the other hand even if your networking business does not give instant results, you don't need to have big amount of cash in hand for any of the things mentioned above.

UNLIMITED POTENTIAL

There's no upper limit to the earnings possible in a genuine networking opportunity. None of the compensation pay plans have any maximum income limit for distributors. In any case, it will be self-defeating for the company because the higher the income of the distributors, the more efforts they will put, to increase the overall turnover of the company.

One of the great things about Network Marketing is that it doesn't matter where you start from; it only matters where you finish. In other words, it doesn't matter whether you live in a small town where the population is 500 people or in a city where over 10,00,000 people live because you are not limited to your own hometown. The bottom line is that you can build and run your business anywhere in India and if your company is international, that gives you an even wider base to plug into. The smart thing is that you do not have to pay a licensing fee to operate nationally or internationally. After you join, you are free to build wherever your company goes. What an awesome benefit!

Perhaps you have read the **"Six Degrees of Separation"**. This book says that if you know six people, you know everybody. If you know six people, most likely one of those six people knows somebody you know, and one of those six people knows somebody that they know, and so on. In essence you know everyone in the world if you know just six people. The potential for growth in MLM is therefore enormous and it's true to say that your income potential is unlimited.

You know everyone in the world if you know six people

To emphasise again, the Networking way is the opportunity for everyone to make as much money as they can! No limitations!! No boundaries!!!

READY-MADE BUSINESS

Network Marketing business is ready-made and waiting for you to start. Every possible problem has been examined and rectified in advance. The production, packaging & supply of goods or services, accounting, calculation of payments, legalities, printing of brochures and literatures, maintenance of offices, staff, and so on, has been taken care of by the company, leaving you free to get straight into the development of your business.

YOU ARE ALREADY DOING IT

In Network Marketing, you are paid for the actions you perform for **free,** every day of your life. You are already doing it!

For instance, when you say to somebody, "Hey, did you see that new hit movie? That was fantastic and worth seeing!" The person says no and asks you to tell him/her about it i.e. tell why it's worth seeing. Without realising it, you've marketed that movie--for free. In fact, the movie-maker counts on you to do that! Your comments get people interested so they take their friends and family to see the film. In turn, they also tell their friends and so on.

Your comments about a particular item that you own and use can influence other people to buy that item, be it a book, tea or coffee, automobile, home appliances, mobile phones, clothes, or whatever. Remember the last time you referred your family doctor to a close friend or relative of yours.

When you recommend a product or service that you like, you're doing word-of-mouth advertising, suggesting that your friend should purchase that item based on your own personal experiences and observations. This is what happens in networking, but the only difference here is that--**you get paid for it!**

NO OVERHEADS

I believe that, "more than 80% of the start up businesses shut down within two years of their operation, not because they don't make profits, infact they do, but because the overheads exceed the total fixed monthly bills (such as telephone or electricity), rent, interest on capital, salaries, etc."

To make you understand it, let me give you an example here: Suppose a restaurant has great food but goes out of business after a few months. You wonder why, thinking..."Wow, they had great food! Why did they go out of business?" The chances are that, there were just too much overheads on the restaurant management. So the bottomline of the business can be stated as, "It's not how much you bring in; it's how much you keep that is important."

Just imagine you are the owner of a business with immense potential but you don't have to bear any fixed mandatory monthly expenditure i.e. all the expenses are paid and taken care of by someone else. Can you ever fail in that business? Yes, you can, only if you let yourself fail. I had never seen anyone ever failing in Network Marketing (if they were associated with the right company), either they succeed or they quit.

NO RISK

'Risk', according to a dictionary is defined as, "chance or possibility of danger, loss or injury."

It's not how much you bring in; it's how much you keep that is important

It's often been said that, 'taking no risk in life is the biggest risk in life.' In Network Marketing there is a certain amount of risk involved in terms of your time and effort you are going to put to make your business venture a successful one. But anyway you will have to risk your time and efforts in whatever you do in life.

"Net-Work without Risk"

Now let's look at it from a financial perspective. Suppose if you start up any other business with an investment of Rs 10,00,000, will the risk factor going to increase or decrease as time passes? Most people think that the risk will gradually decrease. But the real story is the other way round. Let's see how. Even if you start a business with Rs 10,00,000 now, what do you think will be the worth of your business ten years down the line? As a matter of fact it is going to be much more as you'll expand your operations because doing a business means reinvesting major part of money you earned till your business exists.

You may even have to take a loan so as to ensure the smooth functioning of your business cycle. Now just think, due to some problems beyond your control such as decrease in demand, cut-throat competition, change in

Taking no risk in life is the biggest risk in life

government policies, etc., suddenly you realise that you are out of business. Now is the risk more or less than Rs 10,00,000? Might be two, three or even five times than the amount with which you started.

In my whole career in Network Marketing, I have met with thousands of networkers, but have never seen anyone who can say that he invested Rs 10,000 and lost Rs 20,000 in his business venture!

Moreover, there is no risk because in return of the amount you invest in a genuine Network Marketing company, you get products that you need or are already using of the equal value. So you just have to replace your existing product with a better one, which you can get from your own store and even **save** money for doing the same!

EARN WHILE YOU LEARN

Let's say you want to start a 'sweet shop' and you have enough of money, space at an excellent location, furniture for the shop, sales people, telephone, air-conditioners, etc., but you don't know how to make good sweets. Now what will you do? You may approach someone who is experienced and successful in this field and who knows the recipes or the trade secrets to do the same. But the real question is, will he tell you about the inside secrets of his business?

The chances are that inspite of helping you, he will try his level best to prevent you from starting your own business or else a number of his customers may turn to you. This would lead to a decrease in his market share and profits as well. Thus, **if he wants to go up, he must let you down.**

On the other hand in Network Marketing, your upline distributors tell you all inside secrets to be successful in this business because the more you learn the more you can earn; and the more you earn the more your upline will earn!

One of the biggest advantages of Network Marketing is that skills can be learned while you are making money. In most average businesses, the break-even point is 3 years after start-up, whereas in Network Marketing you can make a profit in your first month. But, the best part is the positive attitude that you can gain as a result of constant training, making new friends, attending conventions, and hearing motivational public speakers.

You'll learn about all types of professions. In my years of Network Marketing I've learned about law from lawyers, insurance from insurance agents, nutrition from medical professionals, the entertainment business from actors and musicians, business tactics from businessmen, etc. I relish all the benefits of gaining knowledge by meeting and talking to people, I would have never met in any other profession.

YOU HELP OTHERS SUCCEED

Money is only a by product of being engaged in a worthy cause.

--Hyrum Smith

With a good Network Marketing business you hold in your hand an opportunity to offer to anyone who needs it, which can improve their situation as much as they wish. When you give this business to someone who wants it, you'll be helping that person more than you ever thought you could help anybody. In this way you can help others make money in the process you make money yourself. You can change their lives **forever** as you change yours!

In Network Marketing, there is no cut-throat competition like you often encounter in any other business or job. There is no jealousy because nobody thinks that, "he is going to get a promotion and I'm not!" Network Marketing concept is based upon the principles of co-operation and teamwork and it can't be worked in any other way.

TEAM i.e. **Together Everybody Achieves More**

MLM business is more than a means of making money; it is a way of life. For many people in this industry, MLM means **"Making Life Meaningful"** We in networking have a great opportunity to contribute to the personal and professional growth of an individual by providing an environment of personal acceptance, challenge and support.

NETWORK MARKETING IS FAIR TO EVERYONE

Network Marketing makes no discrimination on the basis of age, educational qualification, gender, nationality, caste or religion. Sure, some of the people who are involved may be prejudiced (to their own discredit), but the industry itself is not.

"How many people in other sectors get their promotion by the virtue of their contacts with upper management and not because they are really hard working?"

"How many people had taken an undue advantage of the colour of their skin, cast or creed?"

"How many people out there have been on the job for many years, yet they know that the owners of their company are reserving the top positions for their own family members?"

"How many of our older citizens are being told that they are too old to continue functioning in the workplace?"

It's simply **ridiculous.** I can assure you this will never happen in Network Marketing. The products, services, and compensation plans are exactly the same for everyone. So if you have been looking for equal opportunities, you can plant your flag in Network Marketing's soil. Ask yourself this question. Are you making what **you** are worth? Or are you making what your job is worth! How much are you worth? That is what I love about MLM, it helps you discover the answer to that question!

NO BOSS

There is only one success: To be able to spend your life in your own way.

--Christopher Morley

You are your own boss. You can make your own hours. You can work as much or as little as you want. You can take vacations whenever you want. The business will continue to provide you an income even when you're gone!

In most corporations, majority of employees start their jobs at the bottom of the corporate scale but only a few people get to the top of the organisation structure. It is because there's room at the top for only a few positions that pay well--the CEO, President, VPs, Departmental Heads, Senior Managers, and so forth. Every employee of an organisation wants to be at a higher position but ironically it's not possible! Let me ask you a simple question, "Have you seen anybody who is more qualified, talented, hard-working and result-oriented than his 'Boss' and still not got any promotion since many years?" In a corporate scenario, how many people say, 'I deserve the pay, I get'. I personally had not seen many!

In Network Marketing, irrespective of your position or level, you are always at the top of your organisation or network. In other words you are **the CEO** of your network!

In a fair compensation plan, you can earn even more than the people who brought you into the business. When your income from networking far exceeds the money you make on your regular job, you can make decisions on how far you want to go with this business. Once you're doing Network Marketing full time, there's no alarm clock going off in the morning unless you choose to set it.

As someone rightly said,

> *"If you start enjoying your work, you don't have to work for the rest of your life."*

It's a whole new world in which you can do whatever gives you happiness!

RECOGNITION

I once read that all human beings exist for only one thing: **"acknowledgement of their existence".** It is said that; "Out of world's total population more than 30% go to sleep every night hungry for food; the remaining 70% go to sleep hungry for recognition". Acknowledgements and rewards for achievements are cornerstones of human emotional satisfaction. Most employees find that their managers and supervisors only comment on their standard of work when they make a mistake of some kind. Often these situations create feelings of self-doubt and lowered self-esteem. How sad it is, especially when we all need positive feedback.

Once you are doing Network Marketing full time, there's no alarm clock going off in the morning unless you choose to set it

Whereas, when you do well in Network Marketing, you know it, and so do as many other people in your company's organisation as possible. Your achievement will be recognised for what it is--the successful attainment of a goal set by you!

In Short...

Unlike most conventional businesses, there is no hypothetical limit to earnings in Network Marketing. This is proved by the exceptional earnings, which Independent Distributors can achieve. In India, the top distributors of various MLM companies are earning substantial six-figure income--per month! Many mature networks can show people who have retired wealthy within two to five years from starting often from a position of extreme financial hardship. The good news is that you can do it too--even better than the ones who had already done it!

4

Chapter

CHOOSING A GOOD COMPANY

You can fool all of the people some of the time,
and some of the people all of the time.
But you can't fool all of the people all of the time.

--Abraham Lincoln

There are five types of people:
those who make things happen;
those who think they make things happen;
those who watch things happen;
those who wonder what happened; and
those that did not know that anything had happened.

--Anonymous

The key to success in Network Marketing is choosing the right company for yourself. There are hundreds of companies to choose from. At first glance, many of them look like good opportunities. If you have already chosen a company, this chapter will help you make certain whether you are with the right one. If you are not associated with any company, this chapter will help you make the right choice. However, before we get into how to select the right company, let's go through some background facts.

Network Marketing companies are no different from other companies. They have their own survival time frame. New companies in any business have a tough time getting through the first few years. Many new MLM companies emerge, but only a few make it past their second year. Fewer still reach five years or more.

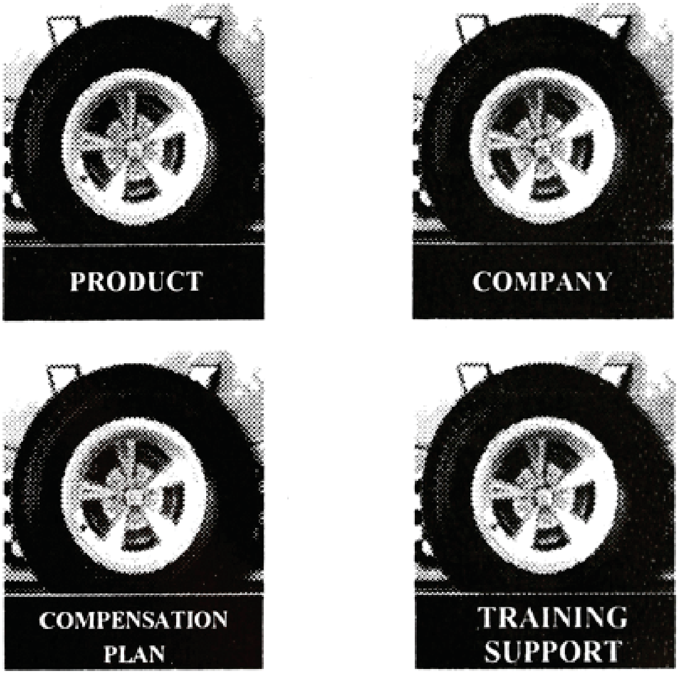
The company may fail because of several reasons: they may not be properly financed; they may have poor management team; they may not have a good product offering; they may be unable to innovate; or the federal government found them corrupt in their dealings and ordered their shutting down. The people who promote MLM companies never seem to get around to explaining the real facts to you. But you need to understand the dark side as well as the bright side. You obviously don't want to get involved with a Network Marketing failure. Your time, money, goals, dreams and the most important, your **reputation** is at stake. As it was said way back in the 16th Century itself:

Who steals my purse steals trash...
But he that filches from me
My good name
Robs me of that which not enriches him
And makes me poor indeed.

--William Shakespeare

The most crucial thing that determines your success in Network Marketing is the clear understanding of the fact that it will take several years to attain complete financial freedom, time freedom and true security from this business. Since we know it will take several years, then your program should still be a great opportunity in 3-5 years for your new people who are just getting started 5 years in the future. You want continued income from your business after this time as well, so you must choose your company carefully.

There are four things to consider while evaluating an MLM program **--Product, Company, Compensation Plan, and Training Support.** I call them as four wheels in the vehicle of Network Marketing. So, each one of these must be carefully considered before getting started.



"The Four Wheels"

PRODUCT

The first wheel to check for in the vehicle of Network Marketing is the offering of a unique product or service at a reasonable price. The important characteristics of products and services that work in a Network Marketing environment are:

- Does the product have emotional appeal?
- Is it unique and exclusive, so that you are the only source?
- If it is not totally unique, can you create a unique selling proposition to distinguish it from the competition?
- Does the price offers value and appeal at the retail/consumer level?
- Is it competitively priced?
- Is there any money-back guarantee in case, the customer finds the product unsatisfactory?
- Does the company manufacture its own products... or does it depend on an outside supplier?
- How extensive is the product training for the distributors?
- Can the company expand its products and services markets on national and international levels?
- Is the company focused on its products and services, or is it focused on signing up people? Is it product-centered or recruitment-centered?
- Is good literature available to accompany the products?

Primarily, you need to be your own best customer i.e. be 100% convinced about the product. One must develop a sense of love for the product. Unless you develop a love for it; it will be tough to recommend it to someone else. Imagine if you went to a Hyundai dealership and found out that the Hyundai salesperson drives a Honda to work. You would probably think less of that Hyundai salesman and more about the operation as a whole.

If the person who sells Hyundai actually drives a Hyundai, you would feel better about buying it from that person. In this way you want everyone in your organisation--to use the products they are recommending to others. In a sense, you should "**be a product of the product**" you are marketing!

As a thought-starter, here are some product categories that have met with success in Network Marketing companies:

Nutritional Supplements

Vitamins

Personal Care Products

Weight loss and management

Skin-care

Make-up and beauty products

Jewellery

Household cleaning products

Telecommunications services

Internet based services

Health, fitness and performance products

Books and educational products

Home appliances

Insurance products

There are several other untapped categories that can fit the list. Just be sure the one you choose fits a consumer need.

THE COMPANY

The next wheel in our vehicle is a financially strong company with a track record. Once you are comfortable with representing the product line, the next step is to take a close look at the company's background, management, and its philosophy. Probably the most important is the philosophy of the company.

"Is the company risking your livelihood by allowing unrealistic product claims or "get rich quick" testimonials?"

If you are planning to join a company about which you know nothing, be careful, because many people have been cheated in the past. Most start-up companies make big claims of being ground floor (or initial stage) opportunities. Though, there are benefits to being in on the ground floor, yet there is a high level of risk involved. Most ground floor opportunities don't have any good training materials for you to read and distribute. Your products and services may not be delivered in a timely manner, which is an instant turn-off to most people you might bring into your organisation. A young company may have cash flow problems. Your incentive cheque, for example, may not come on time. These are few common problems of new companies.

For that matter, check out the stability and track record of the company. You want to be sure they have solved all those problems.

I believe that the most crucial thing, which can ensure smooth functioning of a Network Marketing company is;

"The experience of the management of the company, especially the CEO, of running a successful Network Marketing company or/and the expert guidance provided by a renowned MLM Consultant."

The CEO is the first person to check for. So, you should always look at his or her past Network Marketing experience and knowledge. You want someone who can help you get to a great financial destination smoothly and quickly.

Here are a few questions to judge the company's credibility:

- Who are the directors involved?
- Are the directors qualified to run the company?
- Does the CEO has a commitment and vision of building a business that can last a lifetime?
- Is there sufficient staff to run the entire organisation?
- Is the management working towards a common objective, as a team?
- Is there a recognition programme designed by the management?

You must do all these enquiries because you are making one of the biggest business decisions of your life. You will be investing time, money, contacts, your reputation, and your efforts in this business. If you believe it was necessary to spend quality time looking for your mate, home, car, or a job, the same focus needs to be placed on this decision. If you choose the right company, you can change lives of hundreds (or even thousands) of people as you'll be changing yours forever!

COMPENSATION PLAN

The third wheel in our vehicle is 'The Compensation Plan' or 'The Business Plan'. Percentages and pay-outs are meaningless unless the products and the company are sound. Always remember this.

A properly executed compensation plan can generate a lifetime of royalty income for the people working on it. But, it's not easy for a newly joined person to understand all the complexities of a plan.

However, there are few traits that are found in some of the best plans. So, carefully consider the following aspects while evaluating a compensation plan:

- Balance
- Fairness
- Reward in proportion to effort
- Nominal levels of pay-outs
- Exponential growth factor
- Differentiation between reward and recognition

Balance

There should be a balance between your rewards for personal selling and sales made by your downline network.

It is necessary to concentrate on both the aspects of your personal group i.e. horizontal and vertical. In other words, one must continue to sponsor people into front line, as well as working deeper with downline.

Fairness

The Plan should not reward "heavy hitters" (super recruiters with mega networks) at the expense of those distributors just starting out in business or still growing. Too often, in plans that pay large amount on many levels, the product price has to be set very high to be able to pay those higher rewards. This can result in loss of sales, because retail prices become too high for anyone to buy.

On the other hand some plans reward people simply for persisting i.e. for not quitting. Whether the distributors sponsor others, build a customer base, or increase their sales volume or not. Some plans still increase the level of reward, over a set period of time. As if like being in the public service... stick around long enough and you'll reach the top, regardless of merit! In reality, it's reward for not building your business. The only way you can reward people for not building sales volume is by robbing their upline leaders! Think carefully about this. When mediocrity can rob enterprise, it can become a serious disincentive to achievement and growth.

Reward in Proportion to Effort

There should be very clear connection between reward and effort, especially in the early stages of a business. As many people say, not only must justice be done, it must be seen to be done. This applies to Network Marketing also.

As you grow in your business, your rewards will be connected more for finding people, training, supporting and encouraging them to develop as part of your downline network. But the connection will still exist between reward and effort.

Nominal levels of pay-outs

Companies must be able to cover costs like staff salaries, research and development, support services and resources (including reliable, fast data processing), premises rent, adequate stocks of products and packaging and much more. There's no point in a compensation plan paying out such a high percentage that it threatens the very existence of the company because if the company collapses, nobody earns anything

When mediocrity can rob enterprise, it can become a serious disincentive to achievement and growth

Exponential Growth Factor

Once your business reaches its point of critical mass, when leverage takes effect through sponsoring; and training others, the rewards should grow exponentially as your volume grows.

In other words, this is a business where you get paid a little for a lot of initial effort, then you get paid a lot more for little effort, once your network becomes self-expanding.

Differentiation between Reward and Recognition

Too many plans confuse these important, complementary aspects of compensation. Rewards should only be given for results. The end result in MLM is sales volume, whether through retail sales or wholesale consumption. This is the only point at which money comes into the system to pay your rewards.

Results are the product of directed, productive activity. Hence, there should be no reward just for the sake of activity until such time as activity is transformed into results. But activity should be recognised through non-monetary means, such as certificates, pins, badges, listing in company's magazine, taking the stage at meetings and so on. Thus, look for a compensation plan with advancement incentives where there is always a motive in front of you to keep you focused on increasing your sales volume. In turn, it will also keep members of your organisation focused and moving. If you see a compensation plan that is multidimensional and equally distributed, you are looking at a good opportunity.

TRAINING SUPPORT

The fourth wheel in our vehicle is proper and effective Training. Network Marketing is a real business like any other legitimate business. And in all legitimate businesses, you must learn how to work the business in a right way. Otherwise, you cannot expect to make any money.

The MLM company should have the following training programmes

- New distributor orientation training
- Product training
- Business building training
- Leadership training

The above training sessions can be quite intensive, while the other like weekend programmes on motivating the distributors, enhancing their presentation skills, or improving their ability in public speaking are also helpful from time to time. I am a trainer, and I know the importance of training, and how effective one can become after being trained continuously. Training is like a mobile charger, and from time to time the distributor needs to be recharged to keep functioning efficiently.

According to my experience, the individuals who strongly believe in training grow about 90 percent faster than the ones who don't. Training brings out the best in an individual; it is the individual who does not believe in training who experiences maximum number of problems in expanding their Network Marketing business.

Many MLM companies recognise the importance of training, but there are few who intend to save some money and do not provide facilities for training. You must consider the following questions before associating with a company:

- How many different kind of training sessions does the company conducts?
- How much emphasis does the management place on training?
- Are the trainers experienced and qualified enough to train others?
- How often is product training and basic orientation training being conducted?

- Is the system of training up to date?
- Is the trainer able to captivate the audience?
- Does the trainer know everything he or she needs to know as far as his or her respective expertise is concerned?

Therefore, Network Marketing companies should place training as an important department because it helps the distributors get through the business.

In Short...

Partnering with a company is like a marriage. Marry with the wrong person and suddenly you understand why the divorce rate is so high! Marrying the right person can last for a lifetime. You want a lasting marriage with your Network Marketing company. Therefore, if you are personally sold on the products, feel comfortable relying on the company and management, know that the compensation plan is fair, and you've found the effectiveness of the training support provided by the company, then you probably have the right fit for you.

5
Chapter

CLEARING MISCONCEPTIONS

Nothing will ever be attempted if all possible objections must first be overcome.

--John C. Maxwell

You cannot teach a man anything; you can only help him to find it within himself.

--Galileo

One of the great discoveries a man makes, one of his great surprises, is to find he can do what he was afraid he couldn't do.

--Henry Ford

I am often asked about the "secrets to success". I've had the chance to work with thousands of highly successful people in business, finance, sports, entertainment, etc., and the good news is, there are no "secrets" for success! There are, however, a few tools that, when used together, come close to being a **"secret weapon".**

FAQ i.e. **Frequently Asked Questions**, is one of the most useful tools in networking today... it can be a huge time saver for you and a tremendously valuable learning tool for your organisation.

Whether you are building your networking business online or offline, one of the very first things you should do is to prepare and write down a FAQ document... and make it available to your entire organisation. For your online distributor support, have it available on your web site. For your offline support, include the document in your files or folders.

As we all know that answering the same questions over and over again takes a big amount of our valuable time. Therefore answering questions quickly and accurately for your distributors is vital to your networking success. When you have a FAQ document readily available, your distributors and potential distributors can easily access it.

It is a well-documented fact that people retain more through reading than by listening, so not only will you be saving yourself a lot of time, you will also be helping them to absorb and retain the answers to their questions.

In order to develop your own FAQ document, think about the following:

- Ask yourself what questions you had when you first began with your company?

- Consider which questions you get most often from your distributors and potential distributors?
- Are the questions that are being asked answered anywhere in the company's training materials? If so, in your FAQ, direct them to where they will find the information covered in company's literature.
- Update your FAQ as more questions arise. When you make the commitment to create a FAQ document, also make the commitment to keep it updated.

CLEARING UP SOME GROSS MISCONCEPTIONS ABOUT NETWORK MARKETING

Let me help you with the correct way to tackle with general queries of people and the initial preparation of your FAQ:

Can I become successful in Network Marketing by working on a part-time basis?

Yes, it is totally dependent upon you. You can start your Network Marketing business on a part-time without affecting your current source of income. Not just this, but until you desire you can operate this business on a part-time. Nearly ninety percent of men and women in this industry work their business on a part-time basis.

Do I need to make "Sales"?

I recommend that you answer this with a question instead, "Do you like sales?" If the person responds affirmatively, then you can say, "You'll love this!" If the person responds negatively, then again you can say, "You'll love this!" This certainly sounds like an unclear statement, but in truth, networking is both like and unlike sales.

Network Marketing involves the selling of product; therefore it can be termed as sales. However, in traditional sales, the transaction is completed once the product has been purchased. The salesperson moves on to his or her next prospect. This is unlike networking. In networking, the product purchase is just the beginning of a long term business relationship. Thus, this is **not** anything like sales. In other words Network Marketing is a conversational business about sharing the concept and products of a Network Marketing company that you use and you are excited about

Can I make a lot of money?

I really do not know. How much do you want to earn? How much efforts are you ready to put in? Remember, there is no ceiling placed on you in the Network Marketing industry. It is simply regulated by, "the sky's the limit" and "as fast as you can get there" philosophy.

You get out of it what you put into it. If you ask for a little, you will get a little; ask for a lot and you will receive a lot. It works if you work. Look at it this way. Remember, the income you create in Network Marketing is residual, which means that for the work you do today, you have the potential to earn money not just for today, but also for years to come.

Do I have to sponsor hundreds of people to be successful?

No, you do not have to sponsor anyone. If you want, you can develop only a retail business. Remember, you do what you are comfortable with. It is your business. You can make a good income with retail alone; however,

> **Network Marketing is a conversational business about sharing the concept and products of a Network Marketing company that you use and you are excited about**

building an organisation makes the big money. If you go about doing business only in retail, then your business controls you.

However, if you can consistently sponsor just one person in a month or two into your organisation, you can build an enormous organisation. Sponsoring increases the amount of product flowing through your MLM business, exponentially. And it boosts your rewards exponentially, too. It reduces the amount of time and effort required.

Is Network Marketing a get-rich quick scheme?

The quickest way to double your money is to fold it over and put it back in your pocket.

--Old Cowboy Saying

There is no such thing as "get-rich-quick". Anything having value and substance takes time to develop. Sure, there are a few exceptions to that rule but they are extremely rare. In fact, if you dream to get rich overnight, your odds are probably better playing lottery than doing it in business--any business. And if you decide to register with us, plan on dedicating a few hours per week for at least a year.

If Network Marketing is so great, why aren't more people involved in it?

If doctors and lawyers make so much money, why aren't there 20,000,000 people in those professions in our country? It can be summed up in one word: **misconceptions**. The general public just does not understand the Network Marketing concept or its potential. But, it is quickly changing. May be they rely on financial losers, friends, and co-workers for advice on how to become wealthy. Perhaps someone has not been considerate enough to discuss the real facts of MLM with them.

People do what they want to do. They have set priorities and may be watching television every night or a cricket match take precedence over building a secure financial future.

I tried Network Marketing but it didn't work for me.

Welcome to the club. So what! Did your parents set an upper limit to the number of times you could fall down while learning to walk before they made you crawl for the rest of your life? Perhaps you were disillusioned when great wealth didn't materialise overnight. Sometimes that does not happen. It is called delayed gratification. A farmer doesn't plant seeds and expects to harvest the following morning. Network Marketing is no different.

There are fair Network Marketing companies, great Network Marketing companies, and, yet, even some bad and unfair Network Marketing companies. But Network Marketing works! You need to align yourself with the right company.

I don't have the time to start a Network Marketing business. I'm doing too many things already.

That is exactly why you should consider Network Marketing. Besides creating financial freedom, you can also get personal freedom to do all the things in life you really want to do. Extra time does not hide under the table or carpet. If it is worthwhile, you will make the time. If you don't have the time now, when will you have the time? I suggest you to grab the time right now instead of waiting for the right time.

Don't we have to get in at the beginning to make any real money? Doesn't saturation eventually occur?

This is nothing but another big misconception perpetuated by the media and rumour-mongers for years. First, there has never been any evidence produced that "saturation" occurs in Network Marketing. Secondly, realise that because Network Marketing is still a very young industry, there are hundreds of millions of prospects worldwide that have never heard of Network Marketing. It will take decades to even make a dent in that.

But here is the primary reason why "saturation" is a myth: **Timing**. In India, there are hundreds of thousands of new prospects created every year. Part of that figure is young adults who have reached that stage in their lives where they would consider starting a business. Then there are those who have recently experienced a major shift in their lives because of changes at work, at home, etc. These same people, who just months before could not be considered prospects for Network Marketing, now are suddenly very receptive to the opportunity. The truth is that Network Marketing is wide open and the potential is enormous.

Only few people make money in Network Marketing.

Unfortunately, the truth is that very few people succeed in **any** endeavour. Most people simply will not do what it takes to succeed. Network Marketing is no different in this regard because it reflects human effort. Many people get into Network Marketing with the idea that it's some kind of **"easy road to get rich".** It's not. It takes work. It takes time and dedication. Many people want something for nothing and quit when they don't get it. They will typically say "I tried it for a week and it didn't work, therefore it's a scam!" This is not a fault of Network Marketing but a reflection of real life.

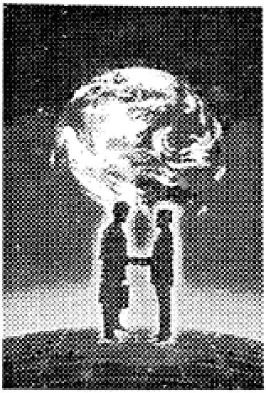
What does the average person do? The average person quits at anything he attempts. More than 90% of small businesses fail within 2 to 4 years and the owners lose much more than the few thousand rupees, which a typical Network Marketing person invests!

The only problem with Network marketing is that it's simply "too easy" to get into it (usually a few thousand rupees) and, therefore, "too easy" to get out.

This is a "real" business and should be approached as a "real" business, one that you have invested your life savings into. If you were a dentist and had sunk Rs 10,00,000 into equipment to open a practice, not counting Rs 12,00,000 and all the years spend to obtain that degree, you would **keep** working at your practice until you **made** it work because you had invested too much money in it to give up! Well, that's what it takes in Network Marketing too--dedication to keep working until you make it work. Because of the extremely low money commitment to establish this business, most people treat it as a hobby. They are unable to see the "big picture". Most people who get into Network Marketing give it a half-hearted week's try and give up when they realise effort is involved. People, who have the vision, drive, and determination to put in the efforts, and actually do what it takes to succeed, will succeed! Don't blame failure on the Network Marketing concept. Blame success or failure on the person involved.

In short...

Preparation of a list of FAQs is one of the primary fundamentals for starting or getting involved into networking business. It not only saves your time but also speaks volumes about the vigilant research done on your part to start the show.



6

Chapter

PROSPECTING

No matter how skilled or successful you are now, you can be beaten by anyone who masters prospecting.

--Paul Myer

You can 'get' someone into your business, or you can 'let' someone into your business. It's called a mindset.

--Brian Carruthers

Prospecting is a game; a disciplined art form; a science of sales, psychology and communication. And yes, it's a competitive event as well. Like all games, mastering the art of prospecting requires coaching, training and practise. And like all games, you can only learn by playing over and over, again and again. Network Marketers who are masters of the game of prospecting are our business biggest winners. Here's how you can be one of them...

Webster's Dictionary describes Prospecting as, **"Looking for Gold".** In order to find an ounce of gold, you've to remove tons of dust but as you go on digging, you don't care of that dust, because you know that your effort in doing the same is much less in comparison to what you are going to get.

Prospecting is no different. You can get abundance of wealth and success by mastering the game of prospecting. While doing this, you face several challenges but if you continue your search for true gold, you are sure to get it one day. In Network Marketing 'gold' means 'leaders' who'll help you find your way to unlimited wealth. As long as you have that focus and mentality, you will have more people than you can follow up! Remember,

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"4-2-1 Theory"
If you are new in Network Marketing,
you can expect that
(out of 100 phone calls you make):
you will reach 50, and
you will make an appointment with 25.
Although as you gain experience, your ratio gets better.

Hence, the key to success in Network Marketing business is to convey your message to as many people as possible in an efficient and effective way. Let me narrate a small story in this context:

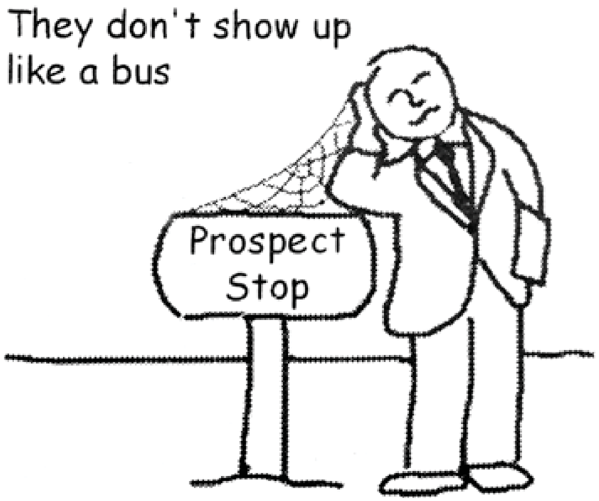
Once there were two little boys who went to the market place to sell carpets. This was in the olden days and the two boys took the carpets to the market place on a donkey. One of the boys said to the other, "You sell your carpets in front of the entrance to the market and I will wait on the other side, just to ensure we don't miss anyone out." Many traders went in and out of the entrance on their horses. Occasionally a passer-by would stop and ask the boy who stood at the front, how much his carpet was. As the day drew to close, the two little boys met up and headed for home on their donkey. While on the way home the boy who stood at the front, asked the other, "How much carpets did you managed to trade my friend?" He answered, "None! I don't know what happened, no one asked me for anything." His friend took pity on him and consoled him, "Let me take that place tomorrow, being at the front you may get to sell some when we come back." The next morning they assembled and interchanged their places for selling carpets. Many hours passed, and dusk fell so the two little boys started for home.

The boy who was standing at the back asked his friend, "Well, how many carpets did you finally sell today?" Once again in disgrace he replied, "None my friend, no one came and asked for any carpets even today, luck must have run out on me. Oh, what am I going to do?" His friend couldn't believe what he heard and said, "I can't believe this is true, you have the best location, the most prominent place and yet you didn't sell anything!"

The boy who felt unlucky said, "Yes, indeed, the traders came and passed by as though I was invisible, no one stopped by to ask."

It was a long walk so they searched for a place to rest. After going through many hours of research as to what had happened and why, to their amazement, they found out that the boy had not had any luck for the last two days because he had just stood there for the entire day, he never displayed the carpets, and nobody knew why he was there!

The moral of the story is that in search of more success in the world of Network Marketing, one must understand that this business needs a lot of free advertising, and where can one get it? From nowhere except from within yourself. You ought to let everyone know what sort of business you are in. Some people think that their prospects will approach them one day and they wait for too long to start off as shown below;



Regardless of the strategy you use for prospecting, the following step-by-step process will be highly effective:

Here it goes:

P - Prepare List
R - Research
O - Oyster Story
S - Socialise
P - Press "HOT-BUTTONS"
E - Enthusiasm
C - Common Ground
T - Telephone Invitation

PROSPECT -- PREPARE LIST

Prospecting can take many forms. The most successful and proven form of prospecting to start your business is to begin with people you know. These prospects are called your 'warm-list'. MLM is people's business in which all you need is some people to work with. You can start by writing down names of the people you know. The idea is to list every person you know, take out your old or new address books you may have, wedding invitation lists, and your yellow pages.

Go through the yellow pages and look at the kinds of business and profession listed on the index page. It will help you remember people in every profession who are missing from your warm list. If you know a dentist, for example, this exercise will help you remember that person, whom you might have left out. Make no decision as to whether or not they would be interested in talking to you about your business or product. You won't know until they see it themselves.

Making a list of prospects is the most **critical activity** you perform in getting your business started. Your personal contact list is the fuel for your business. So, don't even think of starting off without a full tank!

You must have a list of at least 100 to 200 people before talking to anybody about your business. As one of my very successful friends in Network Marketing business rightly said, "By having a big list of people, you become highly confident and extremely comfortable to talk to people about your networking business. This gives you control over your situation. Knowing that your success doesn't rest with any one person (except the one you see in the mirror) gives you an incredible edge. When you have plenty of people to share your business, you'll stand powerfully, knowing you don't need them-- **they need you.**"

But some people come up with an excuse that, "I don't know anyone." You know, it's funny! When someone gets married they worry that they can only invite 1,000 people to their wedding. But, some how, all of a sudden, when they start a Network Marketing business they talk to 5 people and they don't know anyone anymore! Did you know that according to **Readers Digest,** "the average 21 year old can recall the names of over 500 people?" So, why do people have difficulty in making a list of 100?

Two reasons. First, because it's human nature to feel like you have to have a crystal ball to see if everyone you write on your list will be a diamond. Second, you automatically put yourself in a place of weakness, where you feel like you've got to talk people into doing something that is not in their

When you have plenty of people to share your business, you'll stand powerfully, knowing you don't need them--they need you

best interest. Whereas when you offer your business to a prospect you are giving an incredible gift to him. Think of yourself as a manager for Microsoft. Would you beg people to come to work for your company? Of course not! The applicants would have to convince you that they were worthy of working for Microsoft.

Your business is no different. Infact, you are offering a much better opportunity, provided you are associated with a right kind of organisation. But, what if you looked at your prospect list through a different set of glasses.

"If someone paid you Rs 1,000 for each name you put on your prospect list, how many would going to be on your list?"

Well, over time your business will pay you residual income that could be much more than Rs 1,000 for every person on list! Remember, if you prejudge or forget someone... that person could make someone else wealthy and not be in your organisation.

So don't think, just write! Have some fun with it. Get excited! You're about to change your life forever and more importantly, alter the life of every person you choose to help by introducing them to your business. The feeling you get when you know that because of you, someone else's life will never be the same is a tremendous feeling. Below is a format of an information list you can start to keep for yourself:

LIST FORMAT

S. No.	Name	Phone No.	HOT BUTTONS*

*Refer to "Press HOT-BUTTONS" on page no. 80

PROSPECT-- **RESEARCH**

Make a habit of dominating the listening, and let the prospect dominate the talking.

--Brain Tracy

If you remember only one thing about successful prospecting--this is it: Building relationship must precede the exchange of information. You don't want someone to think the only reason you are calling them is to get them associated with your enterprise. A casual conversation is the best way to build a relationship. In other words, find out whatever you can about people before you share your opportunity.

Let me introduce you to the F.O.R.M. approach. It is a simple way to draw your prospect into a conversation about his or her needs, desires, wants, and worries--just as you might in everyday conversation.

Let me explain what does this abbreviation F.O.R.M. stand for:

F-Family: This is one thing most people are willing to talk about--especially their kids. Make the opportunity to ask about their family. Show curiosity and a sincere interest in what is important to them. This is particularly a good starting point for re-establishing relations with people you already know but have been out of touch with them, for a while. Asking, "How's your family?", is the best way to build an instant bond.

O-Occupation: Most people spend many hours and a great deal of energy on their work--whether they like it or not! This is one of the easiest places to start when speaking to an acquaintance. Questions such as, "How long have you been doing that?" give people an opportunity to speak about themselves--which is usually their favourite subject!

This line of questioning also allows you to explore their level of satisfaction with their work.

I'll often ask people, "What do you like best about your work?" And then, "What do you enjoy the least?" I've learned over the years to start off on the positive. If there are negatives, they'll come out sooner or later. Other conversation options might be, "How many days a week do you work?" "Does it involve travelling?"

One of my favourites is "Let's say that money is no object, all your expenses are paid, would you still do what you're doing for a living now? Would you work less or not at all?" And "What would you do in your spare time?" By asking these questions, you will definitely receive many interesting responses to further the conversation!

R-Recreation: These are the things that people love to do and get excited about telling you. Do they wish to go abroad? If so, where would they go and with whom? Golf? How often would they play? Maybe they like to swim or paint. It doesn't matter what it is they love to do. What matters is that through a conversation with you they begin to dream.

If you remember only one thing about successful prospecting this is it: Building relationship must precede the exchange of information

As they share their dream, they realise that they just don't have the time or the money to do what they would like to do. That's where you and your opportunity come in with the immense power of possibilities! However, don't rush at this point. Let them get it all out.

M-Money: Try to unveil these issues: Do they make as much as they'd like to? Are they complaining about the lack of it? Do they work an extra job to make more? How much more would they like to make? What do they want that they cannot afford to have? Do they have the car they want? Would they like a bigger house?

Money can be a difficult matter to bring up in a casual conversation. You can mention something about the tough economy or the high price of something you recently purchased. This will often stimulate a conversation.

When you're serious about your business, everyone you meet is a prospect, and they stay a prospect until you find out whether they will be interested in looking at what you have to offer.

PROSPECT -- **OYSTER STORY**

Suppose that you are a professional pearl hunter sitting at a seaport. Every hour you are given a bucket containing 100 oysters. Among the 100 oysters are five that have pearls. The other 95 are empty. Would you then carefully hold the empty oyster between your hands to keep it warm, and then sit there for days hoping it would develop into a pearl? Of course not! You would throw the empty oyster away and reach for more oysters, until you found the ones with the pearls!

The moral of this story is that in order to be successful in the MLM business, do not treat your friends and new prospects like an empty oyster. Instead of simply going on to another new prospect, you keep hoping, asking, inviting, and pleading with the same people week after week. As a new entrepreneur, you need to break the habit of working too long with empty oysters. If you continue to do so, success will be short-lived. And remember, we are in the sorting business. So...

"Some Will, Some Won't, So What--Who is Next!"

How many times are you willing to hear "No" in order to achieve the level of success you are aiming for? Before you answer that question, realise that even the top earners in our industry fail 80-90% of the time!

Stop worrying about the person who says 'No'.
Focus instead on those who simply 'Don't know'.

--Michael S. Clouse

As you read further, you will become amazed to discover a guaranteed way to succeed. I call it the **Prospecting Game,** and let's play it.

On a piece of paper, write out one hundred no's. Each time you give a prospect all the information and they say 'no' to your proposal, cross out one of the no's on your list. Once you've crossed out all one hundred, call me.

Here's the challenge: How quickly can you get one hundred prospects to say "no" to your opportunity? Most distributors never get all one hundred "no's."

Our job is to educate others about the residual income possibilities of Network Marketing. Once our prospects are educated with the facts, it is up to them to decide what is best for them.

Once we give our prospect the facts, they respond in one of three ways:

1) "Yes, this is great! Sign me up!"
2) "I'm interested, but I have a few questions first."
3) "No thank you, I'm not interested."

Distributors who take up the challenge don't care if they get a "yes" or "no." The business becomes fun and easy for them!

PROSPECT-- SOCIALISE

In the 'Research' part of this chapter, I talk about how to prospect an acquaintance or the person who is close to you. But, real prospecting has to go beyond your warm market if you want to make big money in Network Marketing. So there is a piece of advice for the ones who want to leave their foot prints for others to follow;

"Never stop adding names to your prospect list!"

We've all heard this warning, yet it's easy to become contented, especially when working with several good people. But is it wise to ever be so dependent on others work?

Whether at your club association function, sports complex, health club, local train, or practically any other place, opportunities to prospect present themselves continually. But with these people the F.O.R.M. approach is not effective because you cannot talk to them about their family or their personal life in the

Isn't it true that the people we find most interesting are the people that seem the most interested in us

first meeting. Moreover, there lies the fear of rejection.

So here is the approach to be followed, which is a bit different than the other ones. So while meeting new prospects, they should have the feeling as though they know you, like you, and trust you. Isn't it true that the people we find most interesting are the people that seem the most interested in us!

So the key to keep the other person talking about him or her is by asking simple questions that anyone meeting you for the first time will feel delighted to answer. I call these questions "**Open-Ended, Feel-Good**" questions. You'll notice that the following questions are all friendly fun to answer. The questions are as follows:

1. How did you get your start in the computers (or any other) business?

Everyone likes to tell their story!

2. What do you enjoy most about your profession?

Isn't that a question that just asks for a positive response? Make this person feel good about being in conversation with you.

3. What advice would you give someone just starting in the computers business?

Doesn't everyone want to feel like a 'Guru'? You can give that person his/her chance by asking that question.

4. What one thing would you do with your business if you knew you couldn't fail?

Everybody has a dream. What is this person's dream? Ask that question about their business or job, and soon you'll probably get to help them dream even bigger through showing them the plan.

5. What one sentence would you like people to use in describing the way you do business?

Almost always, the person will think really hard before answering this question. That's a compliment you've paid, actually asking someone a question that possibly their own loved ones have never thought to ask.

Remember not to ask these questions as though you are challenging the person. These questions are meant to be "feel-good" in nature, designed simple to put a person at ease with you and establish a bond of trust with you.

Thus, in a world in which most people prospecting are "I oriented" and interested only in how a person can help them, you are being "You oriented" and wondering how you can help that person.

PROSPECT-- **Press "HOT-BUTTONS"**

A hot-button is a pain, which the person you are calling suffers. Or it could be a need or want that your Network Marketing business can address. In other words, hot-buttons are "**psychological triggers**" that get reactions from people. Here are the 'most powerful' hot buttons that you can start pressing today:

Make money
Save money
Be a leader
Achieve personal goals
Save time
Lose weight

Acquire comforts
Develop a sport
Stay healthy
Speak well in public
Become more knowledgeable
Help others
Increase status/prestige
Own a business
Become an expert
Make lasting friendships
Gain respect
Be popular
Be praised
Be beautiful/handsome
Have leisure time
Take vacations
Be the first to do something
Be part of a team/group
Contribute to society
Have a good reputation
Be the best at something

> **More people will join your network out of a desire to stop the pain than will ever join because of all the pleasure they'll get**

By using the above mentioned "**psychological triggers**" you can easily get the responses you want to get out of your prospects!

What if sponsoring was as easy as selling disprin to people with headaches? What if you created an atmosphere where every person you came across felt lucky when you showed them your MLM opportunity?

Would sponsoring become fun, exciting, and simple? You can do so by making your prospect to desire what you have before you offer it to them. In the broad sense, there are only two motivating reasons why someone will join your network;

"They join either to gain pleasure or to avoid pain."

Here's a little known fact--more people will join your network out of a desire to stop pain than to get pleasure. But, sometimes your prospect's pain is hidden.

This is because your prospect has been living with the pain for so long that they've become insensitive to protect themselves against it. Now the most important thing is to tactfully shake them up a little. "How?" you ask!

When you prospect someone, you give them a headache. Every day of their life they experience some pain or frustration that your MLM opportunity will eliminate. Find it. Ask questions to uncover it. Don't assume you already know what it is. Make them tell you.

As they answer, they'll experience that pain and naturally want to end it. Then, casually let them know that you might (if they're lucky) be able to stop it. Now, they **want** what you're offering... and it was their idea! So now you're doing them the favour and they are grateful to you.

When you really involve yourself and take a genuine interest in your prospect's frustrations, you'll come up with an endless supply of follow up questions.

Here's one really effective question to press hot-buttons of your prospects:

When you prospect someone, you give them a headache

"If you were not working 80 hours a week and spent some quality time with your son, do you think you could have stopped him from getting hooked on drinking, smoking, and getting in gang fights every week?" (Just Joking). Although that was a joke, its implications are very real. Those kind of fears, pains and worries are extremely persuasive and motivating. So, for each area of dissatisfaction and pain, make sure you don't leave out the most important question, "How does that affect you?" This will get your prospect to think about and feel the consequences of the problem (or potential problem).

Once they tell you the consequences, you've given them a full-blown headache, now it's time to make them ask you for the disprin. Here again, use questions like "What would it mean to you if I could provide...______?" If you fill in the blank with the benefits your opportunity can provide, you will make them beg to join your network!

PROSPECT—ENTHUSIASM

Knowledge is power, but enthusiasm pulls the switch.

--Ivern Ball

Most people think that communication is a transfer of information from one person to the next. And for limited purposes--it is. But truly effective communication requires transferring enthusiasm, not just information. With the proper enthusiasm for your topic, you can make most people believe just about anything (Proof--Adolf Hitler).

An enthusiastic speaker can make a chain smoker quit smoking, a lazy fat man to go out and run, or a tired work force return to the job with renewed energy. When you combine enthusiasm with a clear message, good organisation, and preparation, you can take over the world! And enthusiasm needn't be noisy and deafening--it can be controlled power that motivates you!

You don't have to become an expert about all the facts and features of your product, your company, or your compensation plan to be a powerful communicator. In fact, being that kind of expert may actually block real and effective communication. Always remember that it is far easier to share enthusiasm, than to transfer years of acquired knowledge.

Enthusiasm is the foundation of victory. The more enthusiastic you are, the more likely and quickly you'll be successful. The key to the word enthusiasm is in the last four letters:

"I A S M -- I Am Sold Myself"

You have to be your own best customer! If you find more and more people aren't interested in your product or opportunity, look first to your own enthusiasm. I bet, it's beginning to disappear.

Enthusiasm is a spirit--it spreads. The mood of your prospects is determined by your enthusiasm. If you are dull, they will be dull, when you are enthusiastic, they automatically become enthusiastic. Irrespective of who you are, and whatever you are doing at this moment, there is a better side of you when you start applying enthusiasm in your words and actions!

PROSPECT—COMMON GROUND

The key to any successful relationship is developing a bond with the other person, establishing a common ground, the mutuality that will allow the two of you to communicate and function as partners. This bond includes permission to explore the possibilities of involvement in that partnership.

All too often, the first prospecting instinct is to dump information. Distributors often feel, "Just one more fact about my company, my products or my opportunity will be the one thing that makes the difference--the thing that gets them in!" So they tell the prospect everything they know, hoping to persuade him or her to see the same value that attracted them. This is a very blind approach.

Stephen Covey advises in his book, The Seven Habits of Highly Effective People, "Seek first to understand, then to be understood." You can't possibly be effective in meeting the needs and wants of others if you don't know what they are! Get to know your prospects first. Step into their shoes. Walk a mile or two. Find out what it's like to live and work in their world.

Once you've listened "to understand" who they are, you will have created the space for them to listen to your presentation and for you "to be understood." Have you heard the line,

"People don't care how much you know until they know how much you care?"

Listen to people and you will create the opening for them to listen to you. Human beings nearly always honour the Golden Rule: 'They will do unto you as you do unto them'.

PROSPECT—TELEPHONE INVITATION

A casual telephone conversation is the first step towards building a rapport with your prospect. A very wise person once said,

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"The speed by which we manifest the things we want in life is directly proportionate to the speed with which we become comfortable with those things."

The sooner you make a friend with your telephone, the sooner you'll be able to use its awesome power to build your business with the greatest success. Make a commitment to call a specific number of prospects per day, per week, per month-and do it! You'll be amazed how light that phone becomes in just a couple of days or weeks. One thing I strongly suggest is to get a phone you really like and enjoy using.

There are five ingredients you should incorporate into all your telephone invitations. Using them will increase your effectiveness tremendously. Let's talk about each one of them:

1. Is This A Good Time?

Have you ever had someone call you when you didn't want to talk? What kind of response did you give them? How well did you listen and how open were you to what they were saying? We've all had it happen. So, find out if this is a good time to talk. It's an appreciated courtesy. Moreover, it makes sure you get the listening you deserve.

2. Stand-Up When You Are On Phone

Your energy level is much higher when you're standing. That comes across when you're talking. The best way to work on the phone is with a cordless handset. You can stand up and walk around to get your natural energy pumped up.

3. Compliment Your Prospect

The reason this is important is that when you extend a compliment to your prospects over the phone, you accomplish two things. First you have now set clearly in their minds why it was so important for you to contact them. And second, you really have their attention'

Do you listen any differently to someone who calls you and starts talking about what they want to say, versus someone who calls you and says he or she really values your opinion, because you're such a professional, or because you have such a great sense of quality or good taste? It works!

4. Offer A Disclaimer

How many times has someone tried to sell you something and the more they push, the more you shut down. It's natural. We all do it for protection, if nothing else.

Allow your prospect to feel there is no obligation in meeting with you. Give your prospect the space to let his or her natural curiosity come to the forefront. And let them know this isn't for everybody. That'll get their interest up.

5. Close Your Objective

The last point is to get what you want from the call. If your objective is to set an appointment, offer them a choice of times and days you know would be good for your prospect to meet with you. Don't ask them, "when can we meet?" You should not make yourself available at any time and place, even if you can. Also, with a choice of two dates it gets harder for the prospect to say that he can't make it due to a previous engagement.

Now, let me give you an example of how the above-mentioned five ingredients can be put together:

➲ Hi, Amit, this is Rahul. Is this a convenient time for us to talk for a couple of minutes? It is, Great!

- ➲ Amit, the reason I'm calling is that I'm so excited about something I just got involved with. I thought of you because of the way people feel about you and respect you. I know you can do extremely well with this.
- ➲ Now I can't make any guarantee, Amit. I'm not completely sure this is something that's right for you. What I would like to do is just sit down together for a few minutes and share some ideas. I think you'll see a fantastic opportunity here. I believe you'll see ways we can have a lot of fun with this and how we can make a lot of money together.
- ➲ So, which day is best for you, Tuesday or Thursday?

Last of all, no matter what the outcome of the call – 'thank them'. Thank them for their opinion, thank them for their support and thank them for their valuable time. Pay them a compliment if you can. This is a sure-fire way to have them be happy to hear from you the next time you call.

Once you are through with the technique: 'PROSPECT', you can give a meaningful conclusion to the process of prospecting by using recruiting scripts.

RECRUITING SCRIPTS

With a simple outline script in front of you; you don't have to exert effort to remember what you're going to say. You can focus on transferring your enthusiasm. The golden rule to using a recruiting script is,

"K.I.S.S. : Keep It Short & Simple"

Here are some of the actual recruiting scripts you can use in your recruiting invitation that will get your prospect to say "Yes" to your opportunity. Decide which one is best for the individual you are calling. Your choice of script and your personal variations on it will depend on the person.

Script 1 - "Let's work together"

➲ I have discovered a company called (name of the company) I think we can make some money if we work together on it. What do you say?

Script 2 - "Starting a home-based business"

➲ I help people start their own home-based businesses with no risk.

Script 3 - "I am in a new kind of business"

One can use this approach when meeting someone at a party, function, wedding, or any occasion when you encounter a person who might be a prospect but you don't have time for a long conversation. At some point during the conversation, your prospect will ask what's new and exciting with you. You answer,

➲ I have started a new business. I am associated with a company that markets environmentally safe products. It's fabulous! I would love to tell you all about it sometime, but right now I have to run. Why don't I call you and we will get together? What is your number?

Script 4 - "You can be your own boss"

➲ If you had a job with no boss and could work your own hours at home with an excellent income, would you be interested?

Script 5 - "Need for a second income"

➲ You know, we were the same way. I was thinking about getting a second job to help our budget, but then we started a little home-based business. I know lots of people who have developed a second income in a very short time. Ours is already growing. If you like, I will come over and share with you what I'm doing.

Script 6 - "Stay at home mother"

➲ You know, it's getting tougher and tougher to make it on one income, but we want one of us to be able to stay home with the kids. We recently started a business that lets us work at home to earn a second income. Want to hear about it?

Script 7 - "Cold contact service person"

➲ You know, you have provided us excellent service. Can I ask you a question? Are you getting paid what you are worth? I have a business I think you would love and excel in. It is the best part-time business I ever heard of. You can get paid what you are really worth. Lets meet for tea and I will give you some of the details.

Script 8 - "Credibility approach"

➲ I think that I have credibility with you. (Wait for their response) Then would you give me the courtesy of 30 minutes to sit down with you and tell you about something I am excited about?

Script 9 - "Feel, Felt, Found"

➲ I can understand how you feel. I felt the same way. Then I found a company called (company's name) and discovered that this system really works. Let's get together and talk about it.

Script 10 - "Business owner hot-button"

➲ You must work a lot of hours, don't you? You work hard for your money, don't you? I need to talk to you about a business where my customers buy every month with no additional effort on my part When can we meet to discuss about the same?

Script 11 - "Meeting Invitation"

➲ Hey, I'm checking out a new business called (name of company). I'm going to a business presentation on Saturday and wonder if you would like to go with me and give me your opinion. Great! I will pick you up at your place at 7 p.m.

Script 12 - "20-25 minutes of your time"

There are a lot of variations on this script. It adapts easily to whatever you determine is the 'hot-button' to which a person will respond. Some examples:

➲ If I could show you a way so that you can pay your monthly car instalments on time, would you give me 20 to 25 minutes?

➲ If I could show you a way to help hundreds of needy people change their lives as well as you can also get a retirement income, would you give me 20 to 25 minutes?

➲ If I could show you a legal way to make a lot of money without risk, would you give me 25 minutes of your time?

The above-mentioned recruiting scripts are fantastic and generally work with the people who are not involved in MLM. But there is slightly different approach to be followed with the ones who tried MLM before, had a poor experience with it.

How to invite someone who is negative about MLM?

I love to deal with these type of people. They are a lot of fun and fairly easy to sponsor, provided you have got a real, legitimate opportunity, a good solid company, and you are a person of your word. Let me explain.

Because these people have tried MLM before you can immediately figure out a few things about them:

- They are ideal prospects because at some point in the past they were excited about and believed in MLM (otherwise they wouldn't have tried it to begin with).
- They were willing to take at least some action to change their situation (rather than just complain about it).
- They think the MLM industry let them down and therefore assume that every other company in the industry is all the same.

Knowing these things gives you the upper hand in the sponsoring process. But, before you can attempt to invite this type of prospect into your opportunity, there are two things that you must find out:

1. The real reason your prospect thinks MLM let him/her down. What went wrong to turn them against MLM?

To find this out, you could say, "I know you are not interested in MLM and I will not try to change your mind, but I was wondering if you could help me out! Could you tell me what went wrong; was it that you lost a lot of money? Did the person who sponsored you lie to you? Did the company go out of business?" And so on. You want to give them some specifics to get their mind rolling and coming up with ideas.

2. The main thing(s) that originally appealed and excited them enough to try MLM to begin with.

Here again you want to give them some specifics to get their mind rolling, like, "What made you to try MLM; was it the promise of only having to do the work once and getting paid residuals for the rest of your life? Was it the thought of firing your boss? The unlimited earnings potential?"

It's vital to find these two things out. This way you know what you're up against. Now, as you set out to uncover the truth behind these two issues remember… do not ever attack their position or make them wrong for their point of view. Once you know those two things, your prospect is ready to be led into taking an honest, open-minded look at your opportunity. Here's how:

You can ask them…

- **Do you ever eat out at restaurants?**
- **Have you ever had a bad experience with food at any restaurant?**
- **Did you stop going to all restaurants forever as a result of that one negative experience?**
- **I don't mean to make light of your previous MLM experience, but like the restaurant, you just had a bad experience. And that's unfortunate, but it doesn't mean that every MLM opportunity is bad and will let you down. Why don't you sit down with me for 30 minutes and let me show you how… (Then fill in herewith all the things you uncovered about what originally excited them with MLM and tell them you can show them the 'safeguards' in place to protect them from experiencing the same MLM pitfalls).**

If your prospect is still looking for another way, you will find that 8 or 9 times out of 10, this approach will work!

In Short...

Prospecting is all about finding new people to join hands with you to reach for the stars. Mentioned above, are many ways of prospecting each suitable for people with diverse kinds of temper and attitude but the bottomline is that one must learn how to 'walk the talk' in order to master this art.

7

Chapter

WHAT IS "CUSTOMER-FOCUSED SELLING"?

A customer is the most important visitor on our premises...
He is not an interruption to our work,
He is the purpose of it...
We are not doing him a favour by serving him.
He is doing us a favour by giving us an opportunity to do so.

--Mahatma Gandhi

Look at our balance sheet. On the asset side, you can see so-and-so many aircraft worth so-and-so many billions. But it's wrong; we are fooling ourselves. What we should put on the asset side is, last year SAS carried so-and-so many happy passengers. Because that's the only asset we've got--people who are happy with our service and willing to come back and pay for it again.

--Jan Carlzon, SAS Airlines

Have you ever worked like crazy in your Network Marketing opportunity for months or years, talked to hundreds of prospects, and achieved very little result? What is this closely held and much-denied secret? **It is that effective Network Marketing requires selling!**

But... they told you that you didn't have to be a salesperson. They said, "Just share the products and the opportunity with a few others and help them do the same!" They may have overstated the simplicity. So why would they lie, being such nice and upstanding people in every other way? Well, maybe they weren't lying--it could be that they didn't know. They were actually very good at sales and didn't know it! How could that be? They are hugely successful! How could someone be really good at something and not even realise it? The simple answer is that most people do not know what effective selling is. To the person being sold, effective selling is simply a friendly and helpful conversation.

The Used-Car Salesman Myth--What image comes to your mind when you think of the word "salesman" or "salesperson"? Nine times out of ten, you think of that pushy guy who hassled you at the car dealership or in the electronic appliance department; the tele-marketer who interrupted your dinner, yet again; or the young stranger that came to your door and begged you to order the newly launched water purifier. Those you are remembering could be called 'hustlers', not true salespeople.

So what is a true salesperson? More fundamentally, what is 'Sales'? Let's start by talking about what 'Sales' is not.

- 'Sales' is not talking someone into buying something that they don't want or need. The legendary person you've heard about who could sell comb to a bald man is not a true salesperson. He is a hustler (who pushes something upon you).

- 'Sales' is not using high-pressure tactics to convince people of something against their will. An individual who does that is a hustler.

Now, let's see **What is Sales**? Here's a definition I like for Sales:

> ***"The process of helping a prospective buyer determine if a product or service offered for sale will satisfy their pre-existing need, and then making it easy for them to buy it."***

Let's break the above definition to understand it better:

a) Prospective Buyer--We all buy things every day, sometimes from "salesperson" (insurance products, clothes, automobiles, etc.) but mostly from people who are selling and don't realise it (a new idea, new recipe, different way to do something, invitation to a party or function, etc.). What makes us a prospective buyer for any particular offering is our perception that we need or want the thing that's being offered. Similarly, we identify prospects by determining if they have a need that our product or service will fulfill.

No one wants more money. Don't believe it? Money is just fancy paper with green ink on it. What people really want are the things money will get for them or do for them

b) Product or Service Offered For Sale--Remember, people don't buy something because they want the thing. They buy it because of what they believe it will give them. No one wants more money. (I realise that's a bold statement to make.) Don't believe it! Money is just fancy paper with green ink on it. What people really want are the things money will get for them or do for them. And they don't buy a vacuum cleaner to put on display. They buy it because they want a clean floor! They want the desired result the thing can give them. Once you know a person's desired result, you can determine whether what you are offering will get it for them and hence, whether they are a prospect for your product or opportunity or not.

c) Making It Easy To Buy--To become a customer or a new distributor, the prospect has to decide to buy. However, for you to be successful, he must decide to buy from you. If he does, it will be because he thinks your solution is more likely to give him the desired result than all of the other possible solutions he may have considered. Buying becomes easier when the obstacles are cleared out of his way. You can do this by explaining your opportunity or describing your product in a way that fits their need, then them resolve whatever problems stand in the way.

Being friendly and helpful is the key. It's not difficult, but it does require practice and a genuine interest in helping people solve their problems to get out of life what they want. Incidentally, do you see why focusing on what you want results in failure? Success requires putting your needs second and the prospect's needs first--and that's effective selling!

To make the customer-focused selling process easier to use, I have developed a memory aid for 'seven roles of selling'.

THE SEVEN ROLES OF SELLING

1. The Student

As a student you study how changes are affecting your prospects and find opportunities where you can add value. To make larger and more profitable sales, you must find bigger and more significant needs to fulfill.

2. The Doctor

Your role as a doctor is to ask questions that diagnose your prospects discontent and uncover their needs. If you find them unsatisfied with their present life situations, it shows that where they are now is not where they would like to be. As a doctor, you identify the complications that are likely to affect them if they do nothing to resolve their discontent.

3. The Architect

Here, your role is to design unique solutions that simplify your prospects research steps while setting the ground rules in your favour. Help them by translating their intangible(unclear) concepts of what they need into more definite buying criteria.

4. The Coach

As your prospect compares your offering to that of the competition, your goal is to defeat your opponents without cutting price. A coach gains competitive advantage through analysis and insight, then executes a winning game plan.

The steps that will help lead you to victory include:

- Analyse your strengths and weaknesses in comparison to those of your competitors.
- Develop a game plan to positively position yourself against the competition.
- Demonstrate your superiority on the playing field with a great sales proposal and presentation.

5. The Negotiator

The goal here is to reach a mutual commitment to open a relationship, not to close the sale. Negotiation is a discussion designed to reach an agreement between parties who share some common interests.

Here are some key points to consider as you negotiate the commitment:

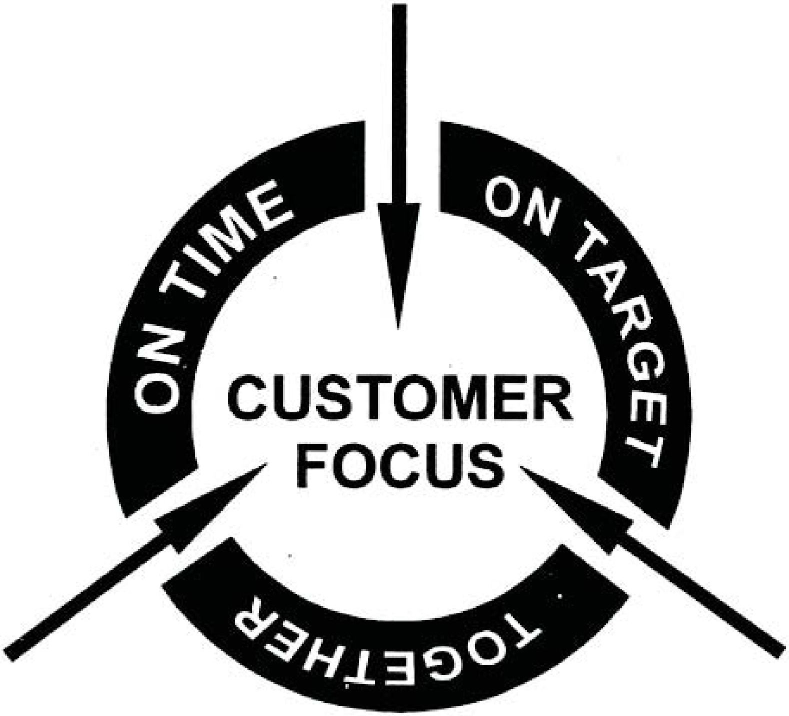
- Prepare to negotiate by determining what you want from the agreement.
- Reach agreement by clearly identifying your customer's interests, determining areas of agreement, and creating win-win solutions to resolve differences.
- Ask for commitment in a non-manipulative way.

6. The Teacher

Immediately after the customer buys, the salesperson helps the buyer get a clear understanding of when and if value has been achieved. Salesperson can help on both fronts by adopting the role of a teacher. First, in customer-focused selling, the objectives agreed upon must be realistic and measurable. Second, once these goals are set, it is up to you to manage your customer's expectations and teach them how to attain their objectives. The key here is to make sure your customer knows how to use your product or service properly. Test for value to make sure your offer provides what you said it would.

7. The Farmer

The role of the farmer is to cultivate satisfaction and to grow the account. Today, companies striving to be the best have made customer satisfaction and retention their cornerstone business strategy. To survive and thrive, you must get closer to your customer, not just during the sales process, but after it as well. Your customers form a perception of satisfaction based on four factors: value achieved, product quality, service quality and price. The challenge to salespeople is that while customers may be satisfied with all or some of these points today, their opinions may change tomorrow. Cultivating a good relationship with customers will pay benefits again and again down the road.



"Customer Focused Selling"

In Short...

As customers become increasingly sophisticated, successful salespeople will be those who modify their sales strategy accordingly. Customer-focused selling means you must get into your customers' heads, find out what they are thinking, and get your sales process in harmony with customers buying process. Give it a try, and you'll certainly make more sales!

8

Chapter

THE ART OF MAKING PRESENTATIONS

Good presentation skills can do more for your career than an arm-load of degrees from prestigious universities.

--Jeff Olson

Marketing is merely a civilized form of warfare in which most battles are won with words, ideas, and disciplined thinking.

--Albert W. Emery

Making effective presentations to prospects is one of the most important ways to help your organisation grow. This chapter takes account of different presentation formats you can use, the step-by-step process of giving a great presentation and the critical closing techniques at the end of your presentation. The three major presentation formats are two-on-one, small group meetings and open meetings.

TWO-ON-ONES

This type of presentation is called a two-on-one because you do a presentation partnering with someone new in your downline, for your prospect. For example, if Amit is new in your business and you and Amit go to his Uncle's house to give a presentation to him, that's a two-on-one.

Two-on-one should be done at the prospect's office or home, if possible because if you invite someone to your home, the chance of a cancellation is much higher.

In building a business in this industry, the majority of success has been attained through two-on-one presentation. This kind of presentation technique has the following advantages:

- Two-on-one presentation can also be called as a 'Two-in-one'. While you are giving a presentation to a prospect, your downline associate is also watching and learning from your experience. So, the benefit of this presentation goes to the prospect as well as your downline partner.

- You can give your presentation according to the age, needs, interests, experience, educational background, etc. of the prospect. If you're presenting before a 70 year old grandfather who made an average of Rs 6,000 a month in the best years of his working life in a government organisation and next prospect is a 40 year-old insurance agent routinely earning much more than that, a two-on-one gives you flexibility to identify and cover the points critical to each prospect's needs and interests.

- Questions, concerns, misconceptions and skepticism can be most easily dealt with in a two-on-one. You can also handle an objection and give the time and information needed to deal with it. Whereas, in a group meeting or a seminar, you have to give general answer and move on.

- As you give the presentation to one person, he/she remains in some kind of pressure to take a decision right away even though you do not put any pressure on him/her. As a resuit less followup is required. Moreover, excitement creates fast action! A two-on-one creates the maximum excitement possible because the prospect leaves with a clear understanding of the business, it's benefits, and income potential.

SMALL GROUP MEETINGS

Yet another way of presentation is a small group meeting, generally organised at home. This is where someone new in your organisation invites some friends, relatives or colleagues to come at his or her home to see your presentation. The size of the group is limited by the size of the space, the host can spare for such get-togethers.

The host should properly plan the group meeting. First, the number of prospects he or she invites should be double than expected, because 50 percent of the guests don't turn up!

Make the venue and the time very clear. Say if the time is 7 pm, you must start your presentation at 6 pm fifty-nine minutes and sixty seconds. The reason for this is that if you don't start the meeting on the specified time, it will have a negative impact on the ones who reached the place on time. Secondly, some people may leave the meeting in between, if your presentation doesn't finish off on time.

Make sure the host does a good job introducing you, before you begin your presentation. The host's remarks about you, prior to presentation are crucial in assuring the attentiveness of the guests while you're presenting.

If any distractions like children or pets are present, make sure they do not enter the presentation room while it is in action. The product or service display should be appropriate during the process. Make sure the host has all the relevant information such as product samples, brochures & sign-up forms ready for the close.

Try to invite similar age group or similar kind of people in small group meeting. The small group meeting generates a lot of excitement when there are a handful of people, signing-up the forms, sitting next to each other. The best part is that the host gets motivated seeing the excitement, and gets more committed to the business.

However, one negative person can spoil the interest of others as well. To make sure, this chaos doesn't occur in your meeting some of the options available can be listed thus:

Do not invite a prospect who sounds negative when responding to your phone call. With negative people two-on-one approach should be adopted

- Do not invite a prospect who sounds negative when responding to your phone call. With negative people two-on-one approach should be adopted.

- At the very beginning of your presentation, you can say, "If in between of the session, anyone of you wants to ask a question, you may hold on with it till the end because this session is designed in a way that all your questions or doubts will get clear automatically. But, still if any of your doubt remains unclear, we will sit through on a one to one basis."

- Yet, if someone becomes negative during the presentation, you can request the host to take that guest into another room.

To be brief, group meetings are beneficial for family and friends (quite appropriate of being your customers), and two-on-one for potential business builders.

OPEN-MEETINGS OR SEMINARS

An open meeting is the last major presentation method that I will review. For this type of presentation, an expert with a vast quality experience in public speaking chooses a city where there's a large concentration of business builders. He or she does a presentation to anywhere from 10 to 10,000 people in a conventional hall or an auditorium.

The meeting is usually set up like a cinema theatre. There are certain guidelines to be followed while planning a meeting of this kind:

- Inform all the associates of your organisation in that area about the meeting through e-mail, phone, word-of-mouth and all other means of communication. The meeting must be promoted actively so as to ensure the highest possible attendance.

- Always lesser chairs must be set up in the hall, than the number of people you expect. More chairs can be set up as people arrive. This massive flow of "over expected crowd" image creates a lot of excitement. There's nothing worse than a number of empty seats. Empty seats make it look as if turnout is less than the expectation. Hotels and auditorium can accommodate this if you tell them to be ready for more people.

- Make sure that the guests are seated next to their hosts to facilitate the final process at the time of close.
- The set-up should be perfect and upto the mark, like the lightening, microphones, projector screen and the most important of all, the product display. Check and double check, to see that everything is working properly, and the person who has to operate the respective equipment knows how to do so.
- Before the meeting starts, try to create a friendly atmosphere around you by recognising the people of your organisation and acknowledging everyone's accomplishments. This shall raise the credibility of your people amongst their guests.
- The availability of water should be in ample and the room temperature must be comfortable.
- The close must be powerful. No matter how wonderful the presentation is, if the final plunge is not hard enough, it can't be called an effective one.

NINE STEPS TO GIVE AN EFFECTIVE PRESENTATION

Now that you know the three methods of giving a presentation, you should also understand the importance of giving the best possible presentation. There are seven steps for giving a perfect presentation

Step 1. Retain your Individuality

Have you ever sat in the crowd and watched someone on stage and wished if you could be like him or her? What do they have that you don't? Do they seem to have all the answers? Do you wonder how could you be just like them? You can't. That's a mistake a lot of us make at one time or another. You can model their successful performance but you can't be them. To be truly successful, you have to let the "you" that is suppressed inside, to come out.

Many a times in Network Marketing we have role models. They are important influences in our lives, but one thing you have to remember is to 'retain your individuality'. That's what makes you unique and special!

Just think, why does everyone loves a baby? Is it because of what the baby can do? Or what he knows? Or what he has? No, everyone loves a baby because of what he is. Because of his originality, there is no make-up to add on his beauty, there is no wall built around him for defense... 100% simplicity. He just expresses his real feelings. That's why everyone loves a baby!

So, always retain your individuality.

Step 2. Use a Presentation Manual

While giving a presentation to a new prospect you need to have a professional presentation manual or booklet, to show the prospect something visual as you talk.

These days, many companies are having a corporate website, whic you can access through Internet. It contains most of the informatio about the company's background, products and service compensation plan, etc. Some companies also have their step-b step presentation on the website itself. So, if properly compiled brochures accompany the information that is available on the Internet, it will build your positive image and credibility (and that of the company you represent). This saves you from having to memorise what you want to say. Most of all, a booklet or manual is easy to use and your prospects can see that they will have the same materials to help build their businesses.

Step 3. Your Story

The first part of the presentation is your story. This is a great way for your prospects to see you as a person with whom they can identify. Your story should be three to five minutes long and include the following things in it:

- *Your 'Why'*--Why did you choose the business that you are representing over everything else out there? List the main benefits that appealed you the most when you looked at the business, the first time.

- *Your Background*--The second thing your story should have is your career and family background. Here you can talk about your career and family life, and how this business fits in.

- *Your Goals and Ambitions*--Your story should include a description of your needs and goals because of which you are working with the company you represent.

- *'Feel, Felt & Found'*--Talk briefly about any doubts or inhibitions you had when you first looked at this opportunity. Use the feel, felt & found approach to remove any questions or challenges your prospect might have. For example, "I feel this is a great opportunity, although I felt skeptical when I first saw the presentation. But once I did my research on the company and what it offered me, I found there were no loop-holes in it at all."

Here's an example of a story so as to give you an idea of what your story may look like based on your own personal experience:

Hi, my name is (your name). I am going to tell you about a home-based business that I'm really excited about. The advantages I saw with this opportunity were that it had no risk, provided complete training and support, and part-time people like me can make an extra Rs 10,000 to Rs 20,000 a month within few months. (Note: You may vary the income potential of the business depending upon the income or ambitions of your prospect. For example, if a person is earning just Rs 6,000 a month after putting many years of hard work, it would be difficult for him to accept that he can make Rs 16,000 a month by working part time for just few months.)

I have met many who are already there. I live in (your area) New Delhi and have been a software engineer for XYZ (name of company) since I graduated from college six years ago. I saw that I was able to manage my household expenses but could not save or get ahead. I wanted to do something but I didn't want to risk my profession. I was in a big confusion. On the one hand was my five-year-old job in which my chance of getting a promotion was next to nil and on the other were my dreams, ambitions and entire future. I discussed my state of mind with my brother-in-law (or whoever introduced you into the business) and

he told me that he has an option in which I can do my job as well as the business that he was already in. To be honest with you, I took my brother in law's advice very lightly as according to me, earning money on a part time basis is not that easy, and one has to work day and night to do the same. But when I saw this business, I found it completely different from my viewpoint. This business showed me the clear view to reach my dreams and aspirations. In my first month with the company I made Rs 4,000 (or whatever you earned, don't lie). Now, I will be earning Rs 20,000 a month, part-time, by the end of the year. In the next two years, this company will help me put a down payment on a Hyundai Santro (or the one you desperately want). Although, when I first saw the presentation, I was skeptical because I had heard of people losing money in these types of businesses; however, I was smart enough to find out every aspect of this opportunity by all means. At last, I learned that there was nothing else like it out there. Now, I truly believe that this is a unique opportunity for an ordinary person to live an extraordinary life.

Step 4. The Company's Background

After telling your prospect about yourself, take four to five minutes to talk about the company you are associated with. Many people had got their fingers burnt in some illegal scheme, which is usually operated by some selfish and greedy people solely for their self interest. So, while giving certain facts about your company, use of visual aids such as presentation manual, booklet, brochures and catalogues, etc. will certainly help to establish credibility.

A prospect wants to hear enough to make him or her feel that the business will last for a lifetime, but exaggerating too much about the background information may annoy him or her. I recommend covering the following facts about the company:

- How old is the company, and where is it located?
- What does the company market, and how does the distribution network work?
- Who are the owners? What is the background and experience of the corporate management and the CEO?
- What were the company's sales last year? What are the realistic goals for this year?
- Mention any awards, magazine articles, or other outside recognition that gives credibility to the company?
- Stress upon the kind of training and support your company provides to the newly joined in order to get their business started right away.

In this part of the presentation it's important to make sure that the business you are representing will last for a lifetime. A big credibility factor for you in this part of the presentation is whether you have met the President or corporate managers, or attended a company's convention. Then you will be able to talk about your personal experience with confidence.

Step 5. Products and Services

The most crucial part of a presentation is to present the products and services your company is selling. Remember, most people who listen to your presentation will never do the business as aggressively as you, but all of them have the potential to become a customer.

Some important points you can stress upon while presenting the products and services are:

➲ If I never made any money in this business, I still would be using the products and services every month, because of their low-cost, high-quality, and convenience.

➲ The products and services are the backbone of the entire opportunity. They are responsible for every single rupee that we receive.

You may also give comparisons between the products and services you are marketing versus the competition. People want high quality at a reasonable price in anything they purchase. If you can show them the cost savings, it will initiate them to start using your company's items. For this you can use the graphs, illustrations, or charts showing the cost per use of your product or service compared to your competitors.

After the price, the quality advantages of your products must be highlighted. Remember, people's first inclination is that they don't like change, and change is exactly what you are telling them to do (unless you are promoting a product which can't be substituted by any other product in the market). You can use any of the following means to show that the products are of the highest possible standards:

- Are they environmentally safe?
- Are they patented, exclusive, or manufactured by the company?
- How are they unique in any way to the competition's product?
- If any major reputable agency has performed quality tests on your products, mention these findings.
- If your company's products can be delivered to your potential prospect's home quickly in less than three to four business days, be sure to mention this in your presentation. Rapid delivery is a major benefit for most families.

- When talking about the quality of your product, you are recommending, use personal testimonies about which products you like. For example, you can tell about the high energy that you regained after using the company's health based product, and how it affects your working life.

However, you don't want to get into complex details such as ingredients or processing techniques in an initial presentation. This could diminish the prospect's interest level.

Step 6. The Compensation Plan

Explanation of the compensation plan is the part of the presentation where you can excite the new prospect with the residual income potential of your business. No matter what your compensation plan looks like, you must first explain what residual income is. Many people are not familiar with this term. After explaining it, you can ask, "Do you see the advantage this has over getting paid only when you work?"

Once the power of residual income is understood you can move on to explaining the compensation plan of your company. Always tailor your explanations in the direction of your audience. If you are presenting to a 60 year old retired man averaging Rs 6,000 a month, I don't recommend that you talk about making Rs 1,00,000 a month. Again the use of visual aids is important as you share numbers and percentages with your prospects.

Any kind of compensation plan can be divided into three main areas:

- The first main area of interest is upfront money that can be earned for selling packages, enrolling new customers, and recruiting new business builders.
- The second part of the compensation plan deals with cash,

car, revenue, profit and sometimes house allowances. These type of bonuses are earned for moving up through the leadership levels.

- The third part of the compensation plan is residual income and the residual potential of earning lifetime income for building a business with the company.

Keep the compensation plan simple. If you make it sound complicated by talking about every bonus and every level, fewer people will sign up immediately, rather most of them will get confused. That will mean more follow-up work for you, and reduced probability of signing up each person.

In the initial presentation you are trying to get the prospect to see the power and potential of residual income, not explain the compensation plan inside-out. This also gives you something to discuss at the time of follow-up.

Step 7. The Close

In the close you always want to get a "yes-yes" response from the questions you ask (such as "Do you want to be a customer or do you want to do the business?"). You never want to give a close that offers the opportunity to say no (such as, "Well, after everything you have seen, do you want to do this or not?"). That's called the "yes-no" close. And if they say, 'no', then what will you do next?

I suggest that you begin by asking your prospect a question like:

➲ "What part of the presentation made most sense to you?" Or, "What did you like best?" Or "What interested you most?"

The answer doesn't really matter. Don't get married to the answer. No matter what the prospect says, respond by saying, "Great! Let me ask you a few questions. "If they say, "The money." You respond with, "Great! Let me ask you a few questions." If they say, "The products." You respond with, "Great! Let me ask you a few questions." Even if they say, "I didn't like anything." You respond with, "Great! Let me ask you a few questions."

Here are the four closing questions to ask:

1➲ "Based upon everything you've seen here today, if you were to get started on a part-time basis, about how much money would you need to make monthly to make this business worth your time?"
2➲ "About how many hours per week are you willing to realistically commit to get to (answer #1) a month?"
3➲ "About how many months would you be willing to commit to the business to develop (answer #1) in monthly income?"
4➲ "If I could show you how to develop (answer #1) in monthly income working about (answer #2) hours per week over the next (answer #3) months, is there anything else you would like to know before you get started?"

At this point, your prospect can respond with "show me how" or "I'm ready to go". Either way, show them some examples on how they can achieve "Question #4" with your program.

Step 8. Handling Objections

What is an objection?

An objection is nothing more than a question in disguise. It's simply a request for more specific information. Instead of being taken aback, welcome an objection as an opportunity to provide your prospect with the information they need to make a right decision.

What an objection is not?

An objection does not mean a 'no'. It is not an end to your presentation. It's a way for your prospect to tell you, "Right now, you have not given me the information I need to move forward with my decision."

Why do we fear objections so much?

Actually speaking, when we first approach people with our opportunity, we are filled with raw enthusiasm. We want everyone to see the amazing potential of our offering. At the same time, we are concerned that our prospect may 'object' in some way, thereby rejecting our offer. It's impossible to know when to expect an objection and the more unprepared we are for objections the more we fear them. The answer to this fear is knowledge.

How do I effectively answer objections?

There is a six-step process that will guide through answering any objection that may come your way. The abbreviation L.I.S.T.E.N. is created so as to enable you to easily remember each step. Each letter represents a particular step. When you are faced with an objection, mentally go through this to remind yourself of the proper steps.

L -- Let others speak:

- Pay close attention
- Don't state your opinion immediately
- Never interrupt

I -- Identify the question:

- Objections may sound like statements, but they are actually questions
- What are they asking you?
- What is their real underlying concern?

S -- Show you care:

- Appreciate their concern
- Agree whole-heartedly with what they say
- Understand their position

T -- Tell a story:

- Speak from your heart
- Tell stories that prospects can relate to
- Use your own experience as well as the experiences of others.

E -- Ensure they understand by asking:

- Does this make sense to you?
- Do you see how this will work for you?
- Have I answered your questions?

N -- Notify them of options:
Now that you have completed all five steps, notify your prospect of some options. There are three possible choices where your prospect can go from here:

- Become a business builder--Have them purchase business building materials, fill the sign-up forms, schedule training, etc.
- Become a customer--Assure that you guarantee them the benefits they expect. Stay in touch, and provide quality customer service. They can start as a business builder later.
- Do nothing--Make sure they know that it's okay to do nothing. Perhaps now is not the right time for them. Thank them for their time and consideration. Ask if you can stay in touch with them.

Furthermore, make sure you ask for referrals. Although they may not be ready at this time, they may know someone who can benefit from your product or opportunity.

Step 9. Follow-up

So you have given a great presentation to your prospect and handled all his or her objections in the best possible manner Now there are three possibilities. Either he/she will:

- Sign-up as a business builder,
- Become your customer and start using the products, or
- Say 'no' to your opportunity.

Most people do not understand the strategic importance of following up on prospects, after the presentation is made. Read the subsequent statistics about the importance of following up from an association of professional salesmen, the National Sales Executive Association. Their statistics show that the most sales are made from the 5th through the 12th contact! Here is the data they have compiled:

"2% of sales are made on the 1st contact
3% of sales are made on the 2nd contact
5% of sales are made on the 3rd contact
10% of sales are made on the 4th contact
80% of sales are made on the 5th-12th contact"

Here is another example of why repeated exposure is important to make a sale:

How many times a day do you see or hear about Pepsi? You hear Pepsi ads, you see them on billboards and you see them in magazines, on TV, on radio, and on and on. Why? You already know you like Pepsi. You already know where to buy it. You already know the price. Why does Pepsi pay millions per month in advertising costs? One reason and one reason only: To keep Pepsi on your mind as often as possible so you will be more likely

to crave for it and consequently buy it. They want you to think of Pepsi as often as possible!

You should consider marketing your products or services to your prospects the same way. It's war out there where everyone is struggling to get consumers attention. I believe that an effective presentation combined with a proficient follow up strategy is the unmatched way to get someone in your organisation

So here are some Strategic follow-up alternatives:

- Give them a book about Network Marketing.
- Take them to a conference or regional event.
- Wish them their birthday, anniversary or festivals occasionally.
- Take them to your company's website.
- Show them credibility building letters and testimonials.
- Show them the training system of your company.
- Show them your monthly cheques and keep them informed about your progress.

The list goes on and on...

However, if a person is simply not interested at all... keep in touch with them. You can say, "Well, I understand that you are not interested now. I really value your opinion. But, would you be open to me calling you again and letting you know how I am doing, maybe a month or so down the line."

Get a commitment from this person that they would have no objection keeping in touch with you. Most of time, a not interested response simply means that the timing is not right for them. Nothing succeeds like success--and as you become more successful, they will become more open!

In Short...

The skill of making a great presentation requires a lot of planning and application of thought. It's not a one time event. Rather, giving presentation is a combination of the nine steps so as to reach the primary objective of offering your audience, a solution for their problems. Once you put these methods to work, you will be on your way to becoming a master recruiter!

9
Chapter

CREATING MASSIVE DUPLICATION

This business is not about "getting them in." It's about "keeping them in." Therefore, continue investing your time with all those you sponsor, until they shift from being in the business to the business being them.

--Michael S. Clouse

You can do the work of two people, but you can't be two people. Instead, you have to inspire the next guy down the line and get him to inspire his people.

--Lee Iacocca

If you look up "duplicate" in Webster's Dictionary, you'll find that it means to make an exact copy of something. In other words, duplication is the system of 'cloning yourself'--your skills, knowledge, abilities, performance, style and values--into other people in your organisation. When you completely duplicate yourself, you reach a point where your income becomes completely residual. In Network Marketing, the better you know about the correct principles of duplication, the more fulfilling and lucrative your income will be!

The biggest mistake you can probably make is to think that once you've enrolled someone, the hard work is over. But this is not a right approach. Any experienced networker will tell you, a sign-up commission is okay, but the real money is made when your sign-ups start signing up others, and the residual bonuses start pouring in. Therefore, when you've recruited someone into your program, the work has only just begun.

Now it's up to you, to motivate your recruits into action. This is not necessarily as difficult as it may seem, provided that you remember the 3 golden rules:

a) Communication,
b) Communication &
c) Communication.

There is nothing worse than joining a new program and being left to it with no help from anyone. So, it is important to **communicate** properly about the 'action steps' that your new member can follow from the very beginning.

Therefore the key is to follow and teach a duplication system of simple 'action steps', which can then be followed and carried out by the average person. Why? Because average people will make up the majority of your prospects and will then subsequently make up the majority of your distribution force.

Let's say you had a son or a daughter that needed critical surgery, and you met with the surgeon right before the operation. If the surgeon said, "I have something new and innovative I'm going to try on your child", how would you feel? Well, you might not feel much trust or confidence. What you really want is a proven technique to save your child's life--and not some risky experiment.

That's what happens so often with duplication in Network Marketing. People get a new idea and want to try it rather than stay committed to a system. Mastery in the business comes from sticking to a system until you see the results you want. Through a great duplication system, people become leaders of leaders!

Great duplication will create the residual income and the time freedom that everybody wants from Network Marketing. The only way to get there is by remembering and applying the fundamentals of duplication to a system that works.

The action steps of massive duplication system are as follows:

Step 1. BUILD YOURSELF INTO A TRUE LEADER

A True Leader knows that being a leader is a neverending process of learning and becoming.

--Dr. Herb Oliver

To build your business, you must build yourself; to help others, you must first help yourself; and to change the world, you must change yourself!

Building leaders takes hard work, practice, and a continuing effort to improve yourself. True leadership doesn't just show up in one day. You cannot take a pill that will instantly make you a leader. Attaining the qualities of a true leader requires taking a painful yet fruitful journey. The sooner you depart, the faster you will get to your destination. If your effort is high, and your goals and visions are clear and strong, you succeed much faster.

For most of us, it's a tough journey with plenty of challenges along the way. While those ups and downs can be frustrating, they ultimately provide great depth of character and conviction in our beliefs. So eventually we come to know when things are right and when we're finally on a faster track to success. We learn how to teach and train our team members better--to provide high quality guidance so as to almost glide them up an even faster path to success than we were able to find. How does all that happens? It all starts with you! Back in the late 90's, an advertisement of Microsoft asked us:

"Where do you want to go today?"

Your answer could change your life. It could also change the lives of those around you. True Leadership is apparent, whether it is a family unit, an academic institution, a governmental agency, a traditional business or a Network Marketing business. The progressive mind-set for the 21st Century is: Try, Fail, Learn, Adjust, Correct/Reaim and Try again.

The progressive mind-set for the 21st Century is: Try, Fail, Learn, Adjust, Correct/Reaim and Try again

How valuable you can be to others and what an extraordinary contribution you can make to this world if you embrace the challenge of becoming a better trainer and teacher to all those who sincerely want to become the new fine leaders! And how valuable that will be--for them and for you.

Thus, by helping others succeed and mentoring them into stronger leadership roles create for you--the true leader--the reward you desire. Empowerment, direction and substantiated vision are what they want and need from you!

Step 2. DON'T RUSH THE PROCESS

Have you ever grown tomatoes? Or flowers? Even if you have not, I'm sure that you have some idea what gardening is all about. Take tomatoes. You wouldn't expect to plant one day then harvest a perfectly ripe tomato the next morning. Or even in two weeks. You would need to spend more time to cultivate your tomatoes. You know because you read about it or you watched your parents grow tomatoes, or your friends talked about it. Or may be you even saw it on the Discovery Channel.

In case, you decide to grow tomatoes on your own, you would plan in advance. Starting with a decision as to what variety of tomatoes you'd like to grow, the large and juicy ones, or the small berry types. Then you would go to buy seedlings. Later you would plant your tomatoes in a carefully chosen, sunny part of the garden and water generously.

> **Two weeks would pass and you'd see no tomatoes. Would you quit? I don't think so--you would know that it takes time. How would you know? Because you would follow the steps of those who had grown tomatoes successfully. You would water, weed out, fertilize and also support the young plants with metal cages. You would be quite patient for two, three, maybe even four months before planning to harvest your crop.**

All of this applies to growing your relationships with people in your organisation as well. It's called as, 'growing your people farm', which is going to take it's own time.

One thing I share with leaders is that going for fast cash often leads to a fast crash. It's not how fast they come into the business, but how lasting they are going to be. Forget the word fast and use the word lasting. It takes time to have a lasting leader. Just having a fast leader is not the answer to permanent duplication.

That's why, with integrity, it is absolutely critical that we let people know this is going to take two to four years to create residual income. What we reap is what we sow. But we don't know, when the harvest is going to come through, and that's one of the most frustrating parts of this business for the majority of people.

It's better to have 10 steady persons than one heavy hitter. Those so-called heavy hitters seldom last. They jump from company to company, trying to get in on a "ground floor." Don't look for them! I look for people who have commitment and willingness, and work with them on their belief and integrity to create for them the lasting--not the crashing business.

Step 3. COMMITMENT

Winners can tell you where they are going, what they plan to do along the way, and who will be sharing the adventure with them.

--Denis Waitley

Commitment is crucial to the partnership of duplication. Many people say, "I'm really interested, I want to, I hope, I'm ready to be a master duplicator", but there is a huge difference between interest and commitment. When someone says that to me, I know they are not fully committed. When someone is just interested in doing something, they do it only when it's convenient, easy, and fits into their schedule. But when someone is committed to doing something, they will not accept any excuses--only results.

So, when you are leading someone, work only with commitment. Desires, hopes, wishes and interests have no power behind them. If you are going to really work this business, you need to put a commitment into it--not a maybe, not a perhaps, not a someday, not I'd like, I want to, I hope it'll work.

I would really like to know:

"Does "someday" come right before Sunday or after Monday? I've never located "someday" on the calendar."

A committed leader needs to declare their commitment aloud to their sponsor and their team. It's not enough to say, "I'm planning to be a leader in my company." They need to use the word 'commitment' for its strength with the people they are coaching and duplicating down the line.

Get an agreement that they are going to make declarations for other people to hear. A winner or a leader can always tell you where they are going. They say, "I am committed to earning my car in the next year" or "I am committed to earning up to Rs 80,000 a month in the next six months". When you say you are committed, the results, in time, will follow.

Step 4. CREATING PARTNERSHIP

Once people make a choice and are very clear that they have made the right decision for themselves, without manipulation you can do clarity and commitment exercise with them. It goes like this; sit down together within 48 hours of that decision, and start working with their foundation, their value, their "why" to work the business.

At this point you are beginning to form a partnership with them, so you need to know how each person wants to work and what needs to be done to support them. The most successful people in this industry have tremendous partnership with their people. You must do a clarity and commitment session with everyone you personally sponsor, and similarly your team members do it with their personally sponsored people. This session involves sitting down together and answering the following questions:

What are you committed to achieving in this business?

The purpose of this question is to get the person dream about the tangible results of their work. The answers might be: I need a new car; I need to get my sister's marriage done; I need money to put the kids through school; my parents need special care now, as they're old; we need new furniture... and so on. Whatever they say is okay. This is all about dreaming of what's possible for them through this business. Anything is fine as far as they see it big!

What income will you create in one year, three years, and five years?

Again, you need to see what they think is possible for them. If they ask, "What the 'normal' person can do", don't offer them any ideas. Simply say, "Do you consider yourself normal?" Don't feed people answers! Think of the proverb:

"Give a person a fish and you feed him for a day. Teach him to fish and you feed him for a lifetime."

Always, coach people to find their answers on their own instead of relying on you.

What will you do with your new wealth?

This question starts to show their values. They think about what they would do with money after all their needs and basic desires are handled. How do they value wealth? It might be that they have a special project or charity to fund. Like someone said,

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"Find a purpose bigger than you are"

I agree with it one hundred percent!

How much time can you give to your new business?

If it's five hours a week, great! Then you can block out on their calendar exactly what those five hours a week are going to be.

However if they say ten hours or more, there's a different impact on the coaching. It's the same coaching, but of course, the more time they are willing to put into the business the faster and stronger it's going to grow, and you should communicate that to them.

Are you 100 percent willing to give this business one to five years for success?

This question is extremely important. They need to know that duplication is a process that is different for everyone--nobody can ever know how long it will be before someone is fully duplicated. As their coach and partner, you need to know that they have the staying power for lasting results.

Can you see, with my skills and coaching, that together we can build your business?

Unless people have Network Marketing background, most of them don't think that they can do it. This question eliminates the fear that they might have by reminding them of the partnership and giving them a foundation for building their belief.

Do you see anything that isn't positive here, or win-win?

Ask this directly, because if your partnership doesn't feel entirely like a positive, win-win agreement for them, they're going to come into the business without courage, clarity and conviction. By this point, more than 98 percent will say, "I see it as win-win." Now, let them put the dates in their calendar. They will have a schedule of the weekly home or hotel presentations, workshops and trainings, and based on how much time they are able to give each week, figure out how many two-on-ones you are going to be able to do.

Then, give them the names and phone numbers of two or three upline people. The new representatives need to call the upline team and introduce themselves as new team players. Why don't we have the upline call the new representatives? Because the more responsibility and accountability the new people take, the more they will own their businesses. Each new representative becomes a leader immediately.

Step 5. INTEGRITY

The threads in duplication come from four places: **leadership, belief, commitment and integrity**. If any one of those four threads is not aligned, the representative and the team will not have the strength of duplication. What if someone has tremendous belief in their industry, their company, their sales compensation plan, and the product; they have commitment, they have leadership, but they lack integrity?

They don't follow through with their word. They miss appointments. They break agreements. These actions say to the team they are coaching, "I don't really care". Many many people have no commitment to keeping their word or following through on what they say. In duplication, that is one thing that is absolutely inflexible. When you say,

"On This Rock I Stand and World You Will Adjust"

It means that your integrity is unshakeable and people whom you are duplicating know that.

There's an important question to ask, "What does integrity mean to you? Are you a person of your word? How do you feel when agreements are broken?" This is a business that is built on integrity and agreement--you need to know that your partners understand and embrace that. This does not mean that an agreement cannot be renegotiated, but there is no such thing as a partial commitment. There are several levels of commitment between "I won't do it" and "I'll do it." There is nothing wrong with any of those levels, but put your effort into only one: "I'll do it".

If people break agreements with you, don't start duplicating with them again until they get back on track with their integrity. You should stay in honest, heart-to-heart communication, even when someone is out of integrity or commitment. If you stop the process of duplication, it is worth it to keep integrity intact. Recommitment is the way to keep integrity in a partnership, and this happens over and over in duplication until the trust isn't broken anymore.

This can sometimes create a lot of friction, but the team coming up through the ranks knows without a shadow of a doubt that their leader truly possesses sincerity, commitment, courage, and compassion. There is no need, ever, to compromise your integrity.

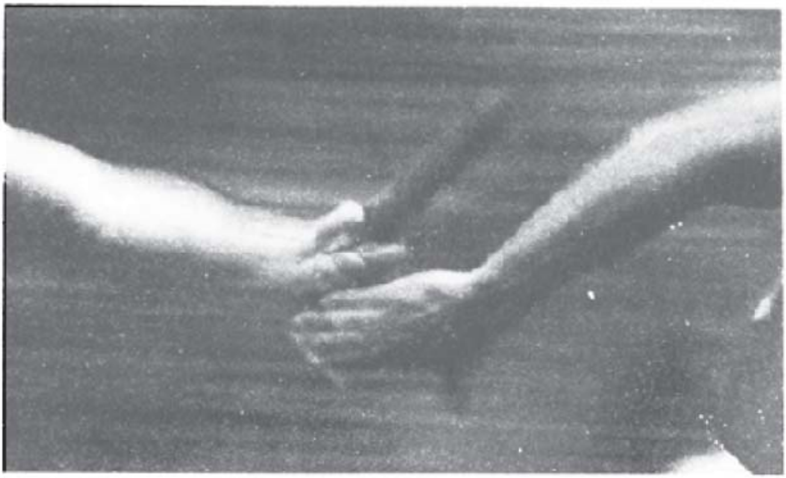
Finally, these are the most important words that can come out of a sponsor's mouth:

'You Can Count On Me'

The new distributor needs to know fundamentally what's in it for them and that they can count on you. It's rare that someone hears that said so directly from anyone. But you must let people of your team know that when they are committed, they can count on you to stay with them and lend your skills so that together you can build their business.

Step 6. PASSING THE BATON

Here is how I learned about passing a baton:



A friend of mine who assists and supports the relay racers once told me that, "You have no idea how much time and discipline is involved. I'm not talking days, weeks, months--I'm talking years and years these relay runners practise passing the baton (short stick)."

That baton has to be passed so responsibly and so strongly that the next racer can take it and not lose a single running stride. First, the batons have to be absolutely clean. Then they have powder toweled on in a special process so the baton can be more easily grabbed without slipping. The baton has to feel the same each time the runner passes it off--not slippery, not sticky, just easy to grip and release. Each runner has a responsibility to pass the baton without letting it drop to the ground or fumbling it.

The whole thing is duplication. We are passing the baton of leadership to the person we have chosen to coach in partnership. If a baton of duplication is not passed on responsibly, then you are going to lose a step in your business building. If you lose too many steps, you drop out of the race altogether. Don't try to pass the baton to everyone who jogs by--save your effort for responsibly duplicating leaders to run the race to the finish. So many networkers just keep saying yes, yes, yes... to anyone near the starting line. They are ineffective in passing the baton of duplication, because their own attention is divided. They end up duplicating their own indecision and lack of focus, and they seldom manage to stay in the race. Many, in fact, burn out and drop out. To pass the baton effectively to your leaders, you have to recognise the limitations of effective coaching and focus only on a selected group of people at a time.

Step 7. KNOW WHEN TO LET THEM GO

Perhaps you've heard the story about how an eagle raises eaglets:

> **The eagle-parents spend months building a very soft, protective nest with lots of feathers and soft leaves. Once the eggs are laid in the perfect, cozy nest, both the male and the female sit on the eggs until they hatch. Then both parents take care of the new eaglets with careful protection and food until it's time for the babies to fly. Then the parent eagles begin to take that soft feathers and soft leaves out of the nest. Later, they just pick them out of the nest with their beaks (peck them out) and let them drift away on the wind. The eaglets know it's time for them to learn to fly. With the soft nesting gone, they have more room to flap their wings and get strong. The adult eagles will not allow the**

> **babies to fly until they know they are strong enough. Once a baby eagle flies and is strong enough, the parents never return to the nest again.**

Why do I share this story with you?

In my experience, too many upline leaders hold on to a team that they are duplicating for too long. They feel successful, acknowledged, recognised, and there is a lot of satisfaction there, but unless the eaglets of duplication fly, they will never be strong. Once someone has the skills, the knowledge and the results, let them go totally. They know they can always return with a question or if they want to sharpen a skill, but once your eaglets of duplication are gone, you will not hear from them very much. So,

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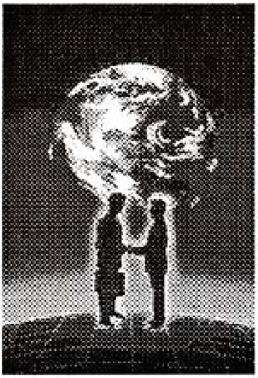
"Let them go and they will grow."

This frees you to duplicate others, but also frees them to become true leaders in their own right. It's important when people are fully duplicated to put them out there so that they can be recognised as the leader for their group. They are now the leaders of the leaders that they are duplicating on their team.

In Short...

Duplication results from training every member of your organisation to follow exactly the methods that have made you successful. With duplication, you create the fuel necessary to continue to propel your business vehicle to prosperity. If you create massive duplication in your business with the seven steps I mentioned, the potential for you to retire with a desirable income will happen as a natural result of your duplication.



10

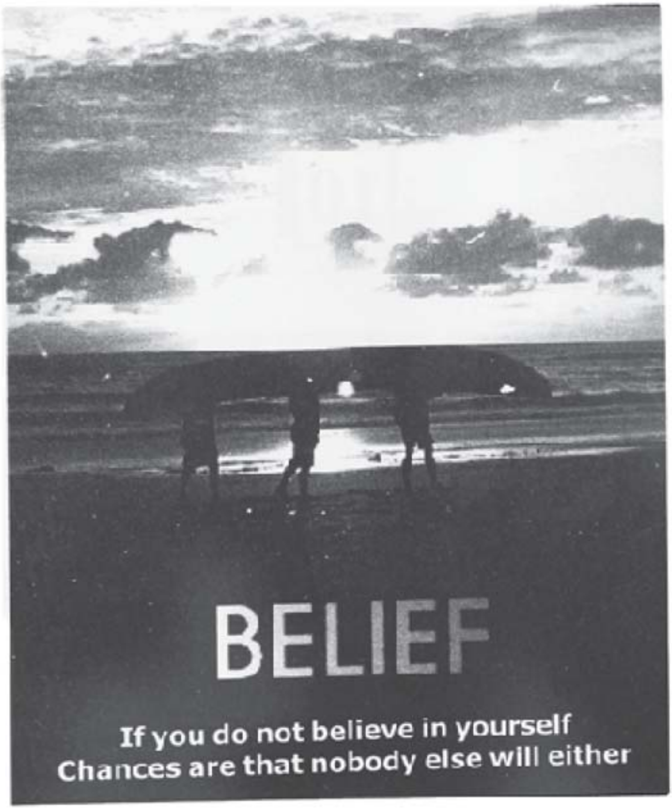
Chapter

TEN PROVEN TIPS

By changing your thinking,
You change your beliefs;
When you change your beliefs,
You change your expectations;
When you change your expectations,
You change your attitude;
When you change your attitude,
You change your behaviour;
When you change your behaviour,
You change your performance;
When you change your performance;
You Change Your Life!

--Anonymous

1. BELIEF


BELIEF
If you do not believe in yourself
Chances are that nobody else will either

Whatever the mind can conceive and believe, it can achieve.

--Napoleon Hill

To have belief in your products, your company, your industry and your people is required for success in Network Marketing. But most of all, it is your belief in yourself that makes all the difference. You will achieve only what you believe--no less, no more. And your people will do the same.

A friend of mine who is a great networker came up with an explanation about belief that I had never heard before.

➲ "The word belief is made up of two parts," he told me. "*Be* is the first part, and in order to have success and do successful things, you have to be '*being*' successful--right?" And I nodded in affirmative. He continued, "Great. Now here's the fun and insightful bit. The second part of *belief* is '*lief*', which comes from the Indo-European word '*leubh'*, which means"...and he paused dramatically, punctuating the moment with his hands spread open and apart, palms up, he said... "*love*". He asked, "And what do you think of that, my dear friend?"

➲ I said rather surprised "Be... love. You're saying to believe means to *be love?"*

➲ "What if it did?" he asked quickly in return. "What if instead of to believe in something, all you had to do was to love it?"

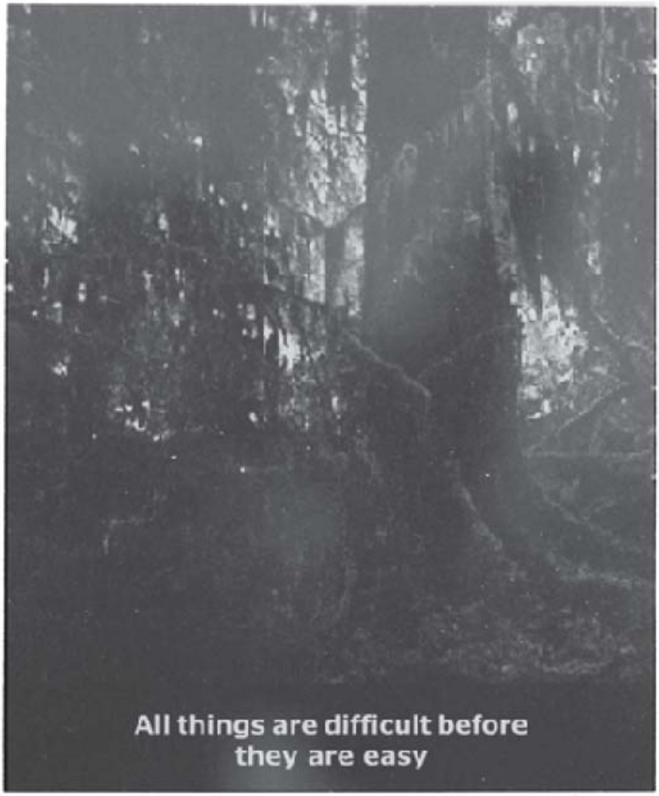
➲ At that moment purposely I said, "How when we first met, you asked me about my goals. At the time, I remember thinking..." and I stressed the word and looked across the table at him with a raised eyebrow to show I used the statement advisedly. He smiled. I continued. "I remember thinking that there was no use in having goals, because I didn't *believe* I could ever achieve them."

- **"*Hey Listen!*" he exclaimed. "So, what do you suppose was the constant message you were giving your subconscious mind? Not possible. Not likely.""Imagine for a moment," he said thoughtfully, "how many people in the world don't make goals because they just don't *believe* it's achievable. You know these people who don't believe in their goals," he continued, "if they have an unshakable belief that they could and would achieve them then they just have to be *in love* with them--they just have to *fall in love* with the idea or possibility of their goals and dreams?"**

- **"Wow," I thought and said,"Wow". At this point, I couldn't help myself. I became lost in a swirl of my own thoughts. I began talking to myself about '*be loving*' my goals--as if there was somebody there in my mind to talk to.**

I thank my friend to make me understand the true meaning of ***'belief'*** that I just shared with you. And for all those who think that their goals, ambitions or dreams are not achievable it's simply because they are not in love with them. So, let's see how the perspective of ***'being love'*** can make a difference in your life!

2. THE 90:10 SECRET



All things are difficult before they are easy

The 90:10 secret is incredible! Very few know and apply this secret. The result? Millions of people are suffering undeserved stress, trials, problems, and heartache.

They never seem to be a success in life. Bad days follow bad days. Terrible things seem to be constantly happening. There is constant stress, lack of joy, and broken relationships. Worry consumes time, anger breaks friendships, and life is not enjoyed to the fullest. Friends are lost. Life often seems cruel. Does this describe you? If so, do not be discouraged. You can be different! Understand and apply the 90:10 secret. It will change your life! What is this secret? Let's unveil it:

"10% of life is made up of what happens to you, 90% of life is decided by how you react."

What does this mean? You really have no control over 10% of what happens to you. You cannot stop the car from breaking down. The train or bus may be late arriving, which throws your whole schedule off. You have no control over this 10%. The other 90% is different, you determine it! How? By your reaction to what had happened. You cannot control a red light, but you can control your reaction. You can control how you react. So, here is an example to show how.

You're eating breakfast with your family. Your daughter knocks over a cup of coffee onto your business shirt. You have no control over what just happened. What happens next will be determined by how you react.

You curse. You harshly scold your daughter for knocking the coffee cup over. She breaks down in tears. After scolding her, you turn to your wife and criticize her for placing the cup too close to the edge of the table. A short verbal battle follows. You storm upstairs and change your shirt. Back downstairs you find your daughter has been too busy crying to finish breakfast and get ready for school. She misses the bus. Your wife must leave immediately for work. You rush to the car and drive your daughter to school. Because you are late, you jump a red light and get caught by the

traffic police. After a 15 minutes delay and paying a fine, you arrive at school. Your daughter runs to the school building without saying good-bye. After arriving at the office 20 minutes late, you find you forgot your briefcase. Your day has started terrible. As it continues, it seems to get worse and worse. You look forward to going home. When you arrive home you find a difference in your relationship with your wife and daughter. Why? Because of how you reacted in the morning!

Why did you have a bad day?
a) Did the coffee cause it?
b) Did your daughter cause it?
c) Did the policeman cause it?
d) Did you cause it?

The answer is 'd)'. You had no control over what happened with the coffee. How you reacted in those 5 seconds is what caused your bad day. Here is what could, and more precisely, should have happened. Coffee splashes over you. Your daughter is about to cry. You gently say, "It's OK honey, you just need to be more careful next time". Grabbing a towel you rush upstairs. After grabbing a new shirt and your briefcase, you come back down in time, look through the window and see your child getting on the bus. She turns and waves. You and your spouse kiss before you both go to work. You arrive 10 minutes early and cheerfully greet the staff. Your boss comments on how good a day you are having!

Notice the difference. Two different scenarios--both started the same but ended differently. Why? Because of how you **reacted** to what happened. You really do not have any control over 10% of what happens. The other 90% is determined by your reaction. Let me tell you some ways to apply the 90:10 secret. Suppose if someone says something negative about you, do not be a sponge. Let the attack roll off like water on glass. You do not have to let the negative comment affect you! React properly and it will not ruin your day. A wrong reaction could result in losing a friend, feeling down, getting stressed out, etc. Remember the 90:10 secret, and do not worry about it!

You are told you lost your job. Why lose sleep or get irritated? Instead, use your "worrying" energy and time into finding another job. Now you know the 90:10 secret. Apply it and you will be amazed at the results!

3. USE YOUR ABILITIES

You miss 100% of the shots you never take

A number of years ago oil was discovered on some property in a small town that belonged to an old Indian. All of his life the old Indian had been poverty stricken, but the discovery of oil suddenly made him a very wealthy man. First of all he bought a big touring car. Everyday he would drive his car. He wanted to see everyone, and be seen by everyone. He was a friendly man, so when riding

> **through town he would turn both left and right to speak to everyone in sight. As a matter of fact, he would turn all the way around and speak to people. Interestingly enough, he never met with an accident. He never did any physical damage or any property damage. The reason is simple. Directly in front of that big beautiful vehicle, there were two horses--pulling it. There was nothing wrong with the car's engine, but the old Indian never learned how to insert the key and switch-on the ignition. Inside the car were a hundred horses --ready, willing and raring to go, but the old man was using two horses on the outside.**

In the same way, many people make the mistake of looking outside to find two horsepower while they should look within themselves where they have over a hundred.

For a long time I thought the most heartbreaking thing that could happen to a man during his lifetime would be to discover an oil well or a goldmine on his property as he lay on his death bed. Now I know that it is considerably worse to never discover the immensely bigger wealth that lies within the individual. According to me,

---

"A rupee coin and a gold coin worth Rs 5,000 have the same value if they are rusting at the bottom of the ocean."

The difference in worth is visible only when you lift those coins up and use them properly. Your value becomes real and marketable when you learn to reach within yourself and utilise the huge potential that is there. Psychologists tell us that most people make use of just 2% to 5% of their actual ability. Let me give you a real life example of how focusing on one's abilities, rather than disabilities can make a difference.

> **Roger was born with one leg missing from the knee down. He doesn't have hands complete with four fingers and a thumb. As a matter of fact, he has only two extensions from where fingers usually are, and yet he uses the two extensions to accomplish some remarkable successes. Roger doesn't complain about what he does not have, but makes full use of what he does have. This attitude enabled him to become the first athlete with severe disabilities to compete in an NCAA division college sport. Roger doesn't pretend it's been easy, but then life is seldom easy for most of us. Today, Roger is one of the most effective public speakers and a very successful published author and family man. He speaks to companies almost literally all over the world, and they range from the Fortune 500 to trade and educational associations.**

One can look at him and see that he has a disability. As Roger explains it,

"However, most people's disabilities cannot be seen, but they are just as real and in many cases more pronounced than mine."

My suggestion is to adopt more of the Roger Crawford attitude and get more of your skills into action so you and others can enjoy what you have to offer!

4. ACCEPT RESPONSIBILITIES

By turning your back, you can't escape your responsibility

Ask yourself,

"Why is it that we are always so quick to blame other people or the environment when things don't go according to our plans?"

Even if we do acknowledge our own failings we often try to include outside influences in our explanations. A virtual key to success is to accept responsibility for our own actions. We made the choice to go down that particular route or to pursue that avenue; therefore we must not blame anyone other than ourselves for the problems that we might encounter. By accepting that we are responsible for our own actions we gain the capacity to attract the help and power that we need for the next step. It really is our birthright to be successful in whatever endeavour we put our mind, body and soul to, so long as we realise that 'if it's going to be than it's up to me'! In this context let me tell you an instance about "The Lost Coin".

A man lost a gold coin in his basement. His wife asked him why he was looking for that coin in their spotless dining room? Suddenly, he said, "Well, because the light is much better up here!"

You may be thinking how stupid this guy is. And that's fine, if you're not like him! But I would bet a solid gold brick that some of you act just like him and don't even know it! In fact, I'll prove it to you. Read on...

I get comments from some people, from time to time, that go something like this:

➲ Where are my commission cheques?
➲ Why am I not getting any money?

If I ask "Where are you looking for your commission cheques?"... After a long pause I hear..."Well, in my mailbox of course!" Folks, if you are not getting commission cheques, and you're looking in your mailbox, I'm sorry to say, you are acting just like the man you laughed at a minute ago. You too are looking in the wrong place. Would you like to know where you should be looking? OK... you should be looking in the mirror! And what do you see when you look in the mirror? You see the only person that's responsible for your commission cheques!

Your sponsors are not responsible. So, don't look there. The company is not responsible. So, don't look there. The post office is not responsible. So, don't look there. And your mailbox is certainly not responsible. So, don't look there either!

Very much like the instance of the lost coin, the mailbox is the easiest place to look. Think this through carefully, and decide if you are reasoning the same way the man in our story has. With that follows, where should you really look? Look where you actually lost the commission cheque in the first place! You may have lost your cheque at the time;

- When you didn't make those calls to help and encourage your downline distributors.
- When you decided not to conduct any meetings this week or this month?
- When you decided that you didn't need to teach anybody in your organisation anymore?
- When you started to think that Network Marketing was magic. And by simply joining a program, you would somehow start getting cheques in your mailbox.
- When you started to think the world owes you a living.

I could go on and on... there can be many more reasons that you lost your cheque. And they all point to you! And folks, please don't take any of this in a wrong way, but that's what I love about commission cheques in Network Marketing. I think of it as the virtually perfect pay system. It gives nothing to those who deserve nothing. And it has unlimited potential for those who do deserve something!

And I have heard all the arguments to the contrary. I've heard people complain about the lucky person who sponsored just one great leader and got rich! "That's not fair," they say. So they conclude that MLM commissions are not fair.

Well let me tell you another little story, so you can put this in proper perspective:

A teenage girl accidentally fell in water well and starts screaming for help. Someone happens to pass by, hears the screams of panic, and lowers a rope in to the well. The girl climbs out and is saved. How do you feel about the person that just came about and saved the girl? I bet you feel pretty good about this "saviour". So do my friends! Let me tell you the rest of the story.

Fifteen years later, after the teenager grew up and went into business, she became very wealthy. And she gave a very large portion of her wealth to the fellow who saved her. Now do you still feel good about all this? Is this OK for you? "Sure" you say. Good. It's OK to me too! In fact, I think it's a fantastic little story with a lot of deep meaning!

Now come a little closer and I'll give you some more information. Not long after the little girl was pulled from the well, several others came by who could have saved her if they would have got there first. So should we feel that all the people who came after the first one were cheated out of a fortune? Are we saying the now grown up teenager wasn't fair, because she didn't reward the 50 people that came by later? Well of course not!

In fact, the same reasoning applies as well to MLM rewards (commissions). That's the point!

So don't waste any emotional energy worrying about who sponsored whom first. Everyone you personally sponsor is someone that you got first! Are you going to complain if one of those people turn into a great leader? I don't think so! So forget the "it's not fair mentality" and be happy for those who make it big. Be a "bigger" person yourself. Rise above jealousy.

Now back to those commission cheques. You earn commissions based on the commission structure. It's that simple. And if you sponsor a great leader today or five years from now, you'll still earn commissions accordingly. You earn commissions, when applicable product or services are sold. The more applicable sales your group generates, the more you get. The less your group generates the less you get. It really is that simple!

So forget about the so-called lucky people. Or just be happy for them. But don't let destructive jealousy hold you back! And don't look for your commission cheques in all the wrong places! You'll never find them that way. Just as the man in our story will never find his gold coin. At least, not where he's looking.

Get focused **NOW**! Build your organisation! And after you do, I guarantee that someone will say,

"Look at that lucky person. Why can't I have luck like that?"

And instead of searching for that one great leader that will make you rich, become a great leader yourself! Then your mailbox will fill up with those commission cheques! Then the commission cheques will come looking for you! Believe me, that's a wonderful feeling. And that's the end of the story but your beginning to accept your responsibilities.

5. UTILISE TIME

Time is Wealth

If you want to know your past, look into your present conditions.
If you want to know your future, look into your present actions.

--Anonymous Tibetan Monk

Time is the great equalizer for all of us. We all have 24 hours in a day, yielding 168 hours per week. And there are only two ways to spend our time: we can spend it wisely, or, we can waste it. Make every day of your life count!

"This is the Beginning of a New Day.
I Can Waste It... or Use It For Good.
But What I Do Today is Important,
Because I am Exchanging a Day of My Life For It.
When Tomorrow Comes, This Day Will Be Gone Forever,
Leaving in It's Place Something That I Have Traded For It.
I Want It to Be Gain and Not Loss, Good and Not Evil,
Success and Not Failure, in Order That I Not Regret
the Price I Have Paid For It.
I Will Give 100% of Myself Just For Today,
For You Never Fail Until You Stop Trying.
I Will Be the Kind of Person I have Always Wanted To Be...
I Have Been Given This Day to Use as I Will."

The most powerful time is when we are alone, thinking about what we are going to do. Daily planning helps us to focus on what is really important in our day and permits us to identify "time wasters" in advance to avoid them. We can then use that time more productively. The following passage is one of my favourites… I read it every week because every time I do, my business grows. So I suggest you to digest, grasp and internalise it's meaning.

You can buy a clock, but you cannot buy time. Each of us has a "time bank" that credits your individual account each morning with 86,400 second. There is no balance carried forward from day to day. Every evening your "time bank" deletes whatever part of the balance you failed to use during the day. Every night this bank writes

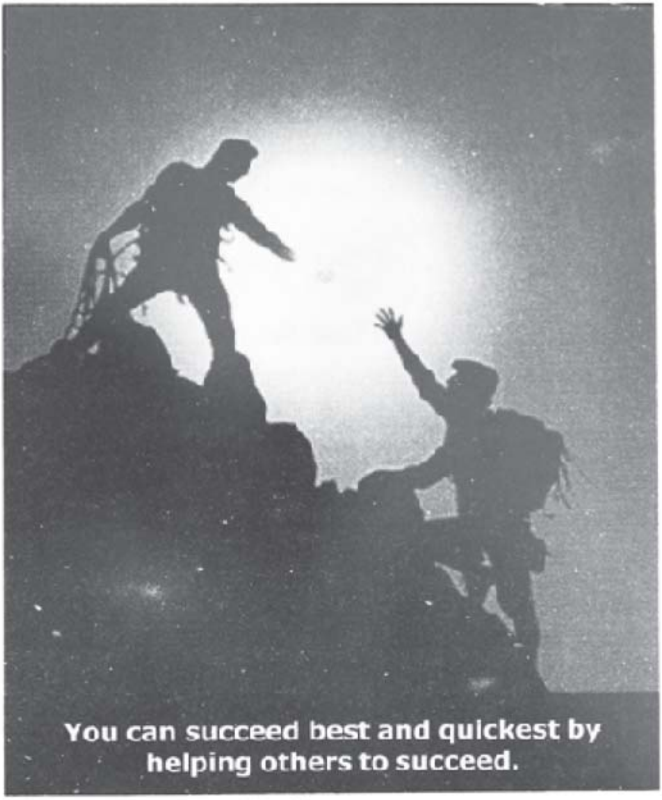
> **off as a loss, whatever of this time you have failed to invest to good purpose.**
> **The clock is running. Make the most of today.**
> **To realise the value of One year, ask the student who failed a class.**
> **To realise the value of One Month, ask a mother who gave birth to a premature baby.**
> **To realise the value of One Week, ask the editor of a weekly newspaper.**
> **To realise the value of One Minute, ask a person who missed the train.**
> **To realise the value of One Second, ask a person who just avoided an accident.**
> **To realise the value of one millisecond, ask the person who won a gold medal in the Olympics.**

So, treasure every moment that you have. Treasure it more because you shared it with someone special, special enough to spend your time with. For this reason I love the saying,

"Yesterday is history, tomorrow is mystery, today is a gift, that's why it is called a present."

Remember, time waits for no one.

6. TEAMWORK



You can succeed best and quickest by helping others to succeed.

Teamwork is the ability to work together towards a common vision. It is the ability to direct individual accomplishments towards organisational objectives and the fuel that allows common people attain uncommon results. Network Marketing concept is based upon the principles of co-operation and teamwork and it can't be worked in any other way. Let me tell you an astonishing story!

A few years ago, at the Seattle Special Olympics, nine contestants, all physically or

> **mentally disabled, assembled at the starting line for the 100-yard race. At the gun, they all started out, not exactly in a hurry, but with a relish to run the race to the finish and win.**
>
> **All, that is, except one little boy who stumbled on the track, tumbled over a couple of times, and began to cry. The other eight heard the boy's cry. They slowed down and looked back. Then they all turned around and went back. Every one of them! One girl with Down's disease bent down and kissed him and said, "This will make it better."**
>
> **Then all nine linked arms and walked together to the finish line. Everyone in the stadium stood and the cheering went on for several minutes. People who were there are still telling this story.**

Deep down we all know this one thing:

"What matters in this life even more than winning for ourselves is helping others win, even if it means slowing down and changing our course."

At this juncture, I feel like narrating to you the '5 lessons from Geese' that I find extremely appropriate to make you acknowledge the significance of teamwork.

Five Lessons from Geese:

Fact: As each goose flaps its wings it creates an "uplift" for the birds that follows. By flying in a 'V' formation, the whole group adds 71% greater flying range than if each bird flew alone.

Lesson 1: People who share a common direction and sense of community can get where they are going, quicker and easier, because they are travelling on the driving force of one another.

Fact: When a goose falls out of formation, it suddenly feels the drag and resistance of flying alone. It quickly moves back into formation to take advantage of the lifting power of the bird in front of it.

Lesson 2: If we have as much sense as a goose we stay in formation with those headed in the direction where we want to go. We are willing to accept their help and give our help to others.

Fact: When the lead goose tires, it rotates back into the formation and another goose flies to the point position.

Lesson 3: It pays to take turns doing the hard tasks and sharing leadership. As with geese, people are interdependent on each other's skills, capabilities and unique arrangements of gifts, talents or resources.

Fact: The geese flying in formation honk to encourage those upfront to keep up their speed.

Lesson 4: We need to make sure our honking is encouraging. In groups where there is encouragement, the production is much greater. The power of encouragement is the quality of honking we seek.

Fact: When a goose gets sick, wounded or shot down, two geese drop out of formation and follow it down to help and protect it. They stay with it until it dies or is able to fly again. Then they launch out with another formation or catch up with the group.

Lesson 5: If we have as much sense as geese, we will stand by each other in difficult times as well as when we are strong.

Remember, one and one counts to eleven!

7. VISION v/s CIRCUMSTANCES

The most pathetic person in this world is who has sight but no vision

You have two choices as to how you mentally approach your business building activities. You can build your network out of your vision for your business or by allowing your circumstances to dictate and determine its growth. One makes the impossible, possible! Whereas, the other will throw hands in the air with frustration and disgust at the world for serving him a 'raw deal'. Let's talk about circumstances first. Circumstances are the perceived problems or an obstacle between our businesses, i.e. where it is and where we want it to be. All of us have numerous reasons or circumstances that can prevent us from building a huge exponentially growing network. Some of the more typical and common circumstances that come up are:

- I don't have enough time to devote 8 to 10 hours a week consistently to the business.
- I don't know enough people or have enough contacts.
- I don't feel that I can give an effective presentation to people.
- I don't have enough credibility with my people.
- My product is too expensive.
- My upline doesn't support me.
- I have not made money at this yet; I can't ask people to join until I do.
- My sponsor never trained me properly.
- My spouse, father, mother, brothers, sisters, etc. doesn't support me.
- I don't have enough money.
- I don't know enough.
- I freeze up if I have to speak in front of groups.

…and many more.

Get the idea? These are all circumstances--outside factors and perceived limitations. Any limiting factor you experience between yourself and your dreams is merely the present circumstance. And the real question is,

"Will you choose and make decisions concerning your business based on your vision of what you want or based on all the circumstantial reasons that prevent you from having the success you seek?"

When we choose to make decisions based on 'circumstances', we focus our attention on all the reasons why it's impossible to manifest our dreams. We argue for our limitations and forget about searching for a solution. Actually, it's human nature to look for and collect evidence that proves your point of view.

Here is the good news: It works the same way if you choose to make decisions from your 'vision'. You think in terms of creating something new and argue for possibilities. Visionary collects evidence that proves they can make it happen. It's a matter of perspective where you choose to focus on... vision or circumstances.

Vision says: "I will have this happen regardless of the outside circumstances. The world will either see me victoriously standing on the peak of the mountain or find me dead along the way because I refuse to give up. I will not be denied!" What will happen if you decide to have that type of committed vision for your business? Nothing would be impossible! Think about some of the greatest visionary leaders of our times (or the leaders and top money earners in your company for that matter.) People like JFK, Henry Ford, Thomas Edison, Mother Teresa, Nelson Mandela, and so many more.

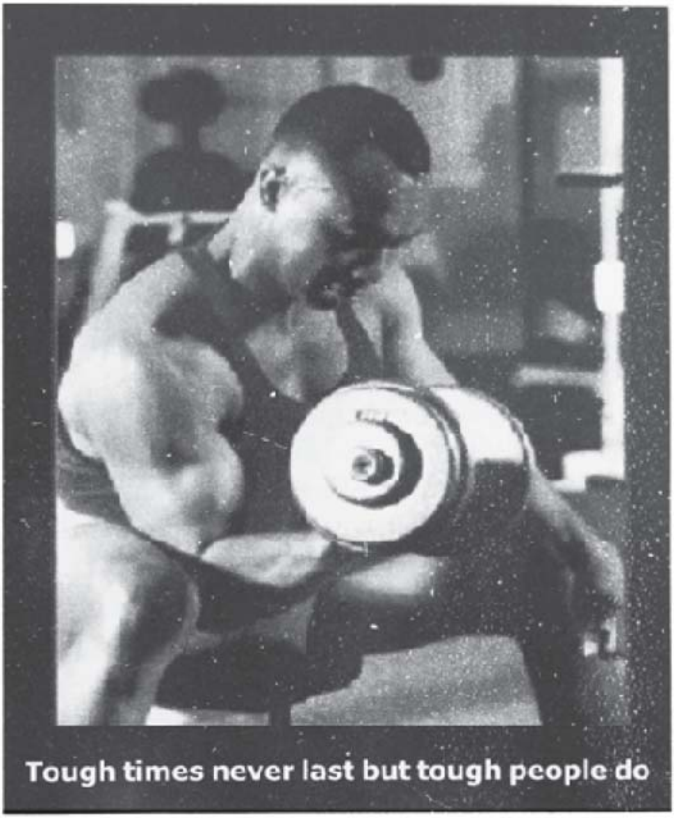
Each of them had (or have) a vision that changed the world (or, leaders in your company, had a vision that changed their financial future.) But was it clear sailing for them or they had to convert some major negative circumstances? Let's see. What do you think JFK encountered when he declared, "to put a man on the moon by the end of the decade". All he had to work with was his vision. After all, at the time he made that decision, human space travel wasn't a possibility... he had no role model to follow.

At least you know it's possible to get rich in networking because so many people have already done it before you. But no one had ever walked on the moon until JFK's 'crazy' vision was made manifest in the world. I bet, JFK got sick and tired of all the criticism that he encountered in the process of realising his vision.

And what about Henry Ford? When Ford decided to produce his now famous V-8 engine, all of the engineers that worked for him, stuck in their present circumstances, said it was impossible to cast an 8-cylinder engine block in one piece. But Ford, standing in his vision and making all his decisions from that vision (not the circumstances) told his engineers to produce it anyway. I'm sure his engineers tried to convince him that if he knew all that they did about engineering, he'd agree that it was impossible too. But Ford's vision, and resolve to manifest it, was stronger than their circumstances... telling them to "stay on the job until you succeed, no matter how much time is required." They tried everything. Worked day and night for over a year without success. Still they were convinced it was 'impossible'! But it wasn't impossible for Henry. His vision was so real to him; he saw it as if it was a reality. Ford made it clear that nothing else mattered. It was clear, in no uncertain terms, that he wanted it, that he would have it, and that he was unwilling to give up. And then, as if by magic, (a committed vision really is magic--it produces amazing miracles) Ford's vision won out over the engineers' circumstances and the solid block V-8 engine was created!

Now the circumstances you have got to tackle for becoming successful seem like child's play, don't they? After all, there were a whole lot more circumstances between Ford and his V-8 (or JFK, putting a man on the moon) than exists between you and your realisation of 'vision' of having a brilliantly successful Network Marketing career!

8. COMMITMENT AND DEDICATION


Tough times never last but tough people do

As I grow older, I pay less attention to what people say.
I just watch what they DO.

--Andrew Carnegie

Commitment transforms a promise into reality. It is the words that speak boldly of your intentions and the action, which speaks louder than words. It's making the time when there is none... It's coming through time after time... year after year... Commitment is the stuff character is made of: the power to change the face of things. It's the daily triumph of integrity over skepticism.

MLM v/s GYM--Is there a Parallel?

Think about the last time you joined a Gym. Why did you join? Usually a motivation of some sort... can't fit in your favourite jeans... or you got inspired by the physical fitness of an actor or actress in a movie. Something motivated you. You made a decision and joined your local Gym. Then, you were all excited! It felt good just to sign up for the membership! Why? Because you were taking a step towards your physical fitness and you were proud! Then, you got your routine together and planned to start on Monday. You were excited!

On Monday, you arrived at the Gym. Lots of people, so you felt a bit out of place but that will go away. You began your own routine. "I know what to do. Maybe I don't... should I ask someone? Nahhh... I will figure it out." The first 4-6 weeks you went consistently to the Gym and sometimes actually looked forward to it. Sometimes... you didn't.

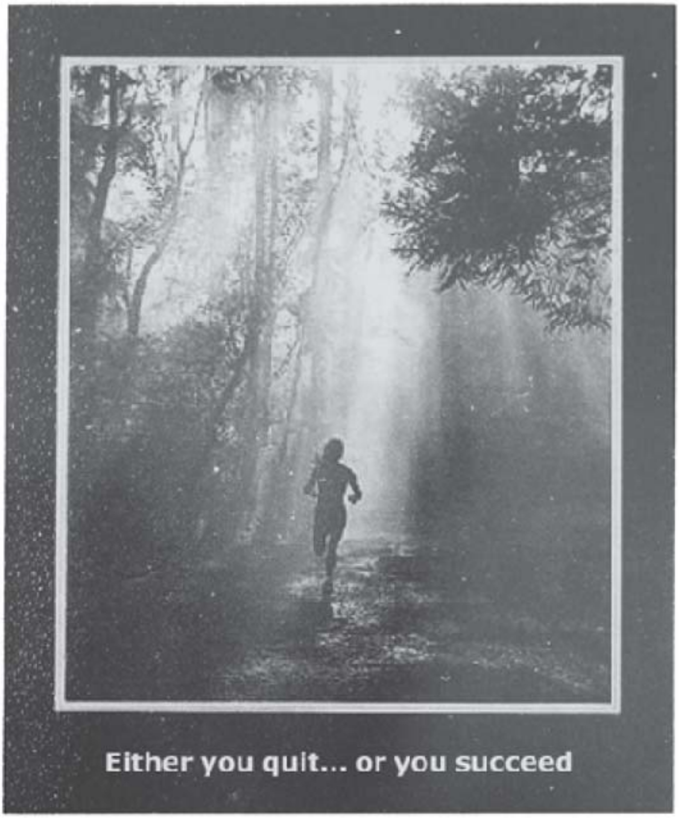
Now, let's take a more realistic look at what most people do 4-6 weeks after joining a Gym. They say...

- **I'll just go tomorrow, I feel tired.**
- **I have too much to do around the house.**
- **I think I pulled a muscle.**
- **I don't fit in.**

> **Whatever the excuse is... most of you start to miss a few work-outs. Than you stop for a few weeks and for many people, this leads to the end of the "fitness" campaign. The excitement at the time of sign-up, where did it go? It's gone... and some never regain their initial motivation. Can you relate to this scenario? Now, do you see a parallel with a new person in MLM? How about some of your business associates? Read the article again and imagine the situation...**
>
> **I will say, from my experience in the gym and getting to a good physique, that happened because I followed a system--of diet and exercise. I realised in the gym that my diet was more important than my work-out. Likewise, in MLM--Personal Development is the "diet". So, work on yourself more than the business. I also realised that asking the right people what they do and how they do it is very important. As a personal trainer is required in a gym, so is needed in MLM. In MLM--learning from your upline's experiences and knowledge is like having a personal trainer. The Gym and MLM... now do you see the similarities. I think so for one more reason... Have you ever seen a person join a Gym and 30 days later look like a W.W.F. wrestler? Have you ever seen a person join MLM and 30 days later "get rich"?**

As a consequence we can say that **'Physical'** and **'Financial'** success have one thing in common that will never change. That is, Commitment. In either case, you start with a motivation, make a commitment, follow a system and stick to it!

9. PERSISTENCE


Either you quit... or you succeed

Nothing in the world can take the place of persistence.
Talent will not. Nothing is more common than unsuccessful
men with talent. Genius will not. Unrewarded genius is
almost a proverb. Education will not. The world is
full of educated derelicts.

--Anonymous

In order to succeed in Network Marketing, it takes a lot of persistence. Without knowing the above fact, the chances are good that the average distributor would not be able to make it in this business. The reason is pretty obvious, the average distributor comes into this business in search of an immediate pot of gold, and many of them think of it as an overnight get-rich scheme. Well as per my experience, this business takes time to build and the longer you stay in the business the better it becomes. Let me narrate you an **incredible** story of the Chinese bamboo tree. The process goes like this:

> **You take a little seed, plant it, water it, and fertilize it for a whole year, and nothing happens. The second year you water it and fertilize it, and nothing happens. The third year you water it and fertilize it, and nothing happens. How discouraging this becomes! The fifth year you continue to water and fertilize the seed and then--take note. Sometime during the fifth year, the Chinese bamboo tree sprouts and grows NINETY FEET IN SIX WEEKS!**

Network Marketing business is much of the same kind to the growing process of the Chinese bamboo tree. It is often discouraging. We seemingly do things right, and nothing happens. But for those who do things right and are persistent, things will happen. Finally we begin to receive the rewards. Persistence means that you do not listen to the dream stealers and stay focused on your long-term goals.

Persistence means that you do not listen to the dream stealers and stay focused on your long-term goals

It's rightly said that if you want to see the future, you can look at it through the eyes of past.

"Portrait Of An Achiever"

Failed in Business - Bankruptcy, 1831
Defeated For Legislature, 1832
Failed in Business - Bankruptcy, 1834
Sweetheart Fiance Dies, 1835
Nervous Breakdown, 1836
Defeated in Election, 1838
Defeated For U.S. Congress, 1846
Defeated Again For U.S. Congress, 1848
Defeated For U.S. Senate, 1855
Defeated For U.S. Vice President, 1856
Defeated Again For U.S. Senate, 1858

ELECTED PRESIDENT OF THE U.S.A., 1860
--ABRAHAM LINCOLN

It's really hard to find one case in which someone you deem as successful didn't have to deal with some form of adversity or failure. It's nearly impossible. Failure is just a temporary state of mind if you eventually keep going where you want to go. It is a stepping-stone for success. Thomas Watson (founder of IBM) even went so far as saying, "the way to succeed is to double your failure rate." Let's see what this great man said:

I've missed more than 9000 shots in my career.
I've lost almost 300 games.
26 times, I've been trusted to take the game
winning shot and missed.
I'VE FAILED over and over and over again in my life.
And that is why I SUCCEED.

--Michael Jordan, Washington Wizards

So, how does all this relate to **you**? Let me put in plain words: you are somebody who has set out to make an extraordinary (above average) living through Network Marketing. Like I mentioned above, you will eventually succeed if you don't quit. But, also realise you will succeed a lot faster if you learn to take a temporary state of failure and turn it into a learning experience. Here's one more example of what I'm talking about--staying power & state of mind:

Immediately after inventing the light bulb, Thomas Edison was asked, "How does it feel to finally succeed after having failed 9,999 times in a row?"

"Failed?" replied the obviously confused inventor, "But I never failed. I just completed the final step in a 10,000 step process." Thomas Edison wasn't trying to be witty. In his mind, there was never any doubt about whether he would succeed; the only thing that Edison couldn't tell you was how long it was going to take.

Experience is a marvellous teacher. Anyone can be successful when he has persistence; the staying power to survive all his mistakes.

10. READERS ARE LEADERS

BOOKS
BOOKS
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The key to success is dedication to life-long learning.

--Stephen R. Covey

Without continuous personal development you are now all that you will ever become, and hell starts when the person you are, meets the person you could have.

--Eli Cohen

'Reading and thinking' are to the mind what 'exercise and oxygen' are to the body. Many people quit reading when they quit going to school. Some people are trying to make their high school or college education last them through life. Education is not a vaccination. It's an ongoing process. Formal schooling just gets you started. You need to keep learning throughout your life. If you do not, you will be left behind, financially and socially. A person, who does not read, is in the same category as the person who never learned to read. I believe,

"Readers are leaders, and leaders are readers!"

When you read at least 15 minutes a day in books that can help you grow, you will find yourself in a whole new world of thinking bigger and achieving your goals one after another. You will be expanding all the time. The greatest investment you will ever make--will be in yourself! This means dedicating a portion of your life to personal growth by reading books, listening motivational tapes, and going to personal development seminars.

The biggest roadblock most people face, is finding time to read. Let me ask you a question. Do you get a newspaper? Do you ever watch the TV news or TV in general? Okay, great. Now stop those time wasters right now! One thing is certain; you will never really grow and spring into action, until you start getting all the negative garbage out! Let's face it--our newspapers and TV news is nothing but unconstructiveness--more than 90 percent of it! If something really important happens, do not worry, someone will tell you about it! These are nothing but useless habits

You need to keep learning throughout your life. If you do not, you will be left behind, financially and socially. A person, who does not read, is in the same category as the person who never learned to read

that you can change. And the best part is that with all the time you save, you can have time to begin your personal development program.

Here are some very important statistics that you need to know about the importance of personal growth:

> **We have approximately 2,00,000 thoughts a day, and more than 90 percent of our thoughts were the same from one day to the next. If nothing changes, then nothing changes. But, the researchers also found that if you intensely studied a given material for 90 minutes a day, then after 30 days, your thinking would have changed by 5%! The conclusion was drawn that after one year, your thinking could have changed by as much as 60%. And imagine how differently you would be thinking after two years... 100%! You must change your thinking, and with it, will come different actions, different behaviour, and different results!**

The books listed here will help you become conscious and aware of being successful in life. The following books are available in most libraries and bookstores serving the Network Marketing industry:

How to win friends and influence people, **Dale Carnegie**
Magic of thinking big, **David J. Schwartz**
See you at the top, **Zig Ziglar**
The seven habits of highly effective people, **Stephen R. Covey**
One Minute Manager, **Spencer Johnson and Kenneth Blanchard**
Power of Positive Thinking, **Norman Vincent Peale**

Rich Dad, Poor Dad, **Robert T. Kiyosaki**
Success is Never Ending Failure is Never Final, **Robert H. Schuller**
You can win, **Shiv Khera**
Count your chickens before they hatch, **Arindam Chaudhuri**
The leader in you, **Stuart R. Levine and Michael A. Crom**
Think and Grow rich, **Napoleon Hill**
Unlimited power, **Anthony Robbins**
You can become the person you want to be, **Robert H. Schuller**
Ageless body, timeless mind, **Deepak Chopra**
As a man thinketh, **James Allen**
*Mission Success, **Og Mandino***
Think like a winner, **Dr. Walter Doyle Staples**
Creating affluence, **Deepak Chopra**
Real Magic, **Dr. Wayne W. Dyer**
How to be rich, **J. Paul Getty**
How to stop worrying and Start living, **Dale Carnegie**
Life is tremendous, **Charlie "Tremendous" Jones**
Quick and easy way to effective speaking, **Dale Carnegie**
Overnight guide to public speaking, **Ed Wohlmuth**
Top performance, **Zig Ziglar**
The greatest salesman in the world, **Og Mandino**

The list goes on…

In Short...

Success as we all know can't come out of blue for the reason that before you succeed, you need to imbibe numerous traits. And the one that is the most important is belief in one's ideas, vision and greater aspirations from life. It is this courage of conviction that propels one to become persistent and patient to prevail upon pains of reaching pinnacle!

11

Chapter

APPLYING THE LAWS OF LIFE TO NETWORK MARKETING

Shallow men believe in luck, believe in circumstances.
Strong men believe in cause and effect.

--Ralph Waldo Emerson

Actions speak louder than words.

--Proverb

There are many similarities between success in Network Marketing and following the specific laws of life. These laws are the essential keys to creating success in all areas of life. Network Marketing is the right business because it's in harmony with these laws.

The first thing we must consider is that Network Marketing is a natural system, and, therefore, follows natural laws--the natural laws of success and creation. Your success is predicted on compliance with these laws. These laws operate whether you understand them or not, and, therefore, ignorance is no excuse. Let's take a look at them and see how putting them to work will actually build your Network Marketing business. The law governing all the other laws of the Universe is **"Energy"** Energy is omnipresent. Your bed, the television, the chair, are all different forms of energy in different states. A physicist might define it by saying,

> ***"Energy is equally present everywhere; it is the cause and effect of itself, and can be neither created nor destroyed."***

A theologian may say the same thing about God. They may tell you,

> ***"God can be neither created nor destroyed, is equally present everywhere, and is the cause and the effect of Him."***

Since everything is energy, how do we get energy into the forms that we want, like a big house, a nice car or a huge organisation? I believe the answer is to live by following these seven laws:

1. THE LAW OF VISION

Everything we have, everything we own, everything that man has ever created was first a vision in someone's mind. This vision of a chair, for instance, was simply an idea that someone became emotionally involved in, had an image in their mind, and eventually through action brought into being. This is the very foundation of every creative process. When you hold a picture on the screen of your mind, either positive or negative, it will eventually have to manifest on the physical plane. The key here is to hold the picture of exactly what you want in vivid detail and it eventually will manifest on its own.

2. THE LAW OF RELATIVITY

This law simply states that nothing is good or bad, small or big, until you compare it to something else. How we come into compliance with this law is by realising that an event is neither good nor bad in our life until we compare it to something else. Use comparison consistently to your advantage. Look for how your situation is good compared to someone else's.

3. THE LAW OF POLARITY

This is the law of opposites, which states that for every positive, there is a negative. We live in a universe of constants (consistency). Without contrast, we probably couldn't understand it. You could not have an in without an out; an up without a down; a dark without a light; ignorance without knowledge; dreams without nightmares. The very smallest unit of matter, the atom, has both positives and negatives included in it. This law also states that opposites are equal. If you are in a situation that you think is really bad, by definition, then, there must be something really good about it. What you should do is to make a choice to look on the positives in any situation. It's often true that some of the events in your life that you thought were the worst things that ever happened to you turned out in the long run to be the best things that ever happened to you!

4. THE LAW OF GENDER

This law states that for every seed, both physical and intellectual, there is a gestation period. For instance, we plant a carrot seed, and we know that in six weeks we are going to have a carrot. The human seed takes about 183 days; however, we do not know the gestation period of thoughts. When we set a goal, the law of gender applies. {There is an unknown gestation period for when this goal will manifest on the physical plane.}

This law of gender also states that opposite energies must come together for creation, i.e., the male and the female. The key here is to have faith once the seed is planted, cultivate the seed, and, if you leave the roots alone, you will reap a harvest.

5. THE LAW OF RHYTHM

The universe is immersed in a sea of rhythm. The moon has a rhythm. The earth has a rhythm. The solar system has a rhythm, and your physical body has emotional rhythms. Since life is for fuller and greater expression, we can get excited, when we are having a down day, because we know by definition, that we must, then, eventually have an up day. We wouldn't understand a down day if we didn't have an up day, and vice versa. So, if we believe that life is for fuller and greater expression, than what we need to do is to consistently have the emotional highs be higher and the emotional lows be higher, as well. This is better known as emotional stability. The way we comply with the law of rhythm is through continuous, never-ending improvement, i.e., continuous personal development. As we improve ourselves and become more adapt at handling life's challenges, we consistently move to a greater and greater level of control, and, therefore, happiness. Remember, at this greater level of happiness, we will still have ups and downs The good news is the ups will be higher and the lows will be higher, as well.

6. THE LAW OF CAUSE AND EFFECT

Emerson, the American philosopher referred to this, as '**the law of laws**'. For every cause, there is an effect. For every effect, there is a cause. As a matter of fact, we live in a consistent, never-ending cycle of cause and effect. We have all heard the expression, 'if you give, you shall receive.' To comply with the law of cause and effect, we must give as much as possible. As you continue to give, you will receive. If you are consistently positive, you will consistently get positive back. If you give out negative, you will get back negative. It has to happen. It is a law of the universe. I recommend that you consistently think positive to get positive, give and you will receive.

7. THE LAW OF VIBRATION AND ATTRACTION

This law states that God speaks to us through vibration and/or feelings, and as we come into harmony with the vision of exactly what we want, we begin to attract the resources and circumstances to help us manifest this vision. We must consistently look for the good and the positive of every situation. As we consistently improve, and consistently give, we begin to attract all the good we desire in our life. Most people repel the good they want by becoming emotionally involved in negative images. As we progressively come into harmony with all the good we desire, that good will simply be attracted into our lives.

So, what does this have to do with the creative process of Network Marketing success? At its very essence, it is transcending your old conditioning and bringing new things into your life. To do this, we must understand the three distinct aspects of our personalities. We live every aspect of our lives simultaneously on three planes. All of our results, even our Network Marketing success, can be related to these three distinct parts of our being.

"We have a conscious mind, a subconscious mind and a physical body."

We have conscious thoughts that we can choose or reject, which program our subconscious mind. The subconscious mind is the emotional mind. Emotion is what propels us to action and action is where we get our results!

In Short...

Have a clear, detailed vision of exactly what you want. Identify with the positive in any situation, remembering that if something is really bad, then there must be something really good about it. Realise that all thoughts, goals, etc., have a gestation period, and you must continue to have faith during this gestation period. Continue to give, then you will receive. Come into harmony with all the good you desire, and you will simply attract it into your life.

ABOUT THE AUTHOR

Sandeep Maheshwari, founder and CEO of Mash Networking Solutions, is also a nationally known consultant, trainer, motivator, and author. He has trained thousands of people through seminars, meetings, and conventions to become successful in Network Marketing.

He started his networking business five years ago with a little money. He has had the experience of working with two of the biggest Network Marketing companies in India. During this period he has been acknowledged as a self-made millionaire. Next he pursued his mission of enlightening others in the field of Network Marketing and not just keeping the secrets of success to himself.

This book is the result of over five years of hands-on experience in developing his networking business, along with literally thousands of hours of intense study with successful leaders in the industry.

He says, "I am just an ordinary person who opted for the right business. It's difficult to imagine that it's only been a little more than five years, my life as networker. In this short time the events and experiences, I have had, relationships I have developed, and personal growth I have witnessed in myself and others, seem more appropriate to 50 years or more in a normal person's life. That's one of the greatest gifts of Network Marketing. In this business it's possible to live a few years filled with more rich adventures than most people could experience in a lifetime."

GLOSSARY

Following are some terms that are used in the Network Marketing (MLM). While they may each have slightly different meanings, often these terms are used generically or interchangeably. I suggest you read through them to get a basic understanding of the terms.

Compensation plan, pay plan, marketing plan, commission, leadership bonus

These are all labels for the ways compensation, rewards or rupees are paid out by the MLM companies to distributors for their sales and leadership efforts.

Distributor, independent representative, independent associate of the opportunity

These are names used to identify all individuals who sell to ultimate consumers for a company and/or recruit and train others to do the same. They are not employed by the company, but have an independent contractor status in a Network Marketing company.

Duplicatable, duplication

A term used in conjunction with the recruiting and sponsoring function. It is used to mean a process that can be imitated and duplicated over and over again, with similar success.

Events, meetings, special events, conventions, seminars, training meetings

These are identifiers for various events held in locations including the company's premises, and other places such as banquet halls, auditorium, hotels, etc., where there are large number of distributors.

The purpose of the gatherings is to train, educate and motivate the distributors and consumers.

Multilevel marketing

Multilevel describes not only the compensation plan structure, but also the appearance of steps on ladder joining individuals on different level of a distributor's organisation to the company. This step ladder effect also produces the terms "upline" and "downline" describing a position on the ladder above (closer to the company) or below an individual's own status.

Opportunity

This refers to the business an individual gets into once he or she decides to contract with a company to represent it and earn money doing so.

Prospect, recruit, potential distributor

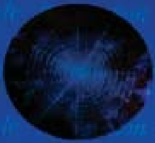
These are terms used to describe individuals who are eligible and should be targeted for a business presentation, or anyone not currently representing a company. It is the group of people available to target or recruit for future growth of the company by getting the message of the company and its products to them.

Upline, downline, organisation

All of these terms describe a unit of people who hold positions in the compensation plan, which, overall, translates into the entire distributors of the company.

I do hope this book has helped you a great deal in your venture with Network Marketing and wish you the best of luck. If you have any questions about the past, present or future of this industry, please visit **Mlmpassion*.com*** for assistance.

May all your dreams, goals, and aspirations come to realisation in networking!



One of the...
Most Unusual Books in the World
Not just in design but also in contents.

21stCentury belongs to Network Marketing is about choosing new options, new directions, and a new financial future. Find out why thousands of companies are now reaching consumers through some form of Network Marketing, and how you can build a financially rewarding full or part-time career using proven techniques. An invaluable tool for anyone who wants to know all the facts about today's hottest trend in sales and distribution.

Every year, thousands of men and women leave established, lucrative careers to pursue new opportunities in the booming Network Marketing industryan industry that is now attracting former doctors, CEOs, and others seeking independence and financial rewards.

In this book you will learn exactly what you can do to have the life and lifestyle you have always wanted… and **deserved!**

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Rs 380
ISBN 81-901590-0-3